35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 19, 1961

NAB lays down the law as it bans triple spots and cuts participation commercial time . . 27

Instant Maxwell House yanks spot tv billing as result of 40-second station breaks . . . 30

Chicago, with its 'balanced economy,' fights to hold spot as No. 2 market 67

Small foreign market for 'quality' U.S. tv shows because of high costs, audience tastes . . 111

COMPLETE INDEX PAGE 7

Stuffed Red Snapper OLD NEW ORLEANS FAVORITE...

Here's how to make it:

Season 6 fillets of red snapper (each 6- or 7-oz.) with salt and pepper, rub with butter, broil until done.

Prepare dressing: Combine 1 cup dry, fine bread crumbs with 1 cup raw shrimp (peeled, deveined and chopped), 1 cup chopped raw oysters, 1 cup chopped scallions (green and white). Saute these ingredients in 2 tbsp. melted butter and add 2 tbsp. fish stock. Yields 6 portions.

Heap dressing on brown side of broiled fillets. Serve piping hot, with garnish of your choice.

Dinner by candlelight at The Old Absinthe House

WWL-TV... new New Orleans Favorite

Few programs in New Orleans television history have received the praise and applause—both on a local and on a national scale—as that received by "Channel 4 Reports," a news-public service feature produced by WWL-TV News Director Bill Reed.

One "Report" show, entitled "Crisis In Our Time" and dealing with the explosive integration disturbances which rocked New Orleans last fall, drew praise on a national scale from *Sponsor* magazine columnist Joe Csida:

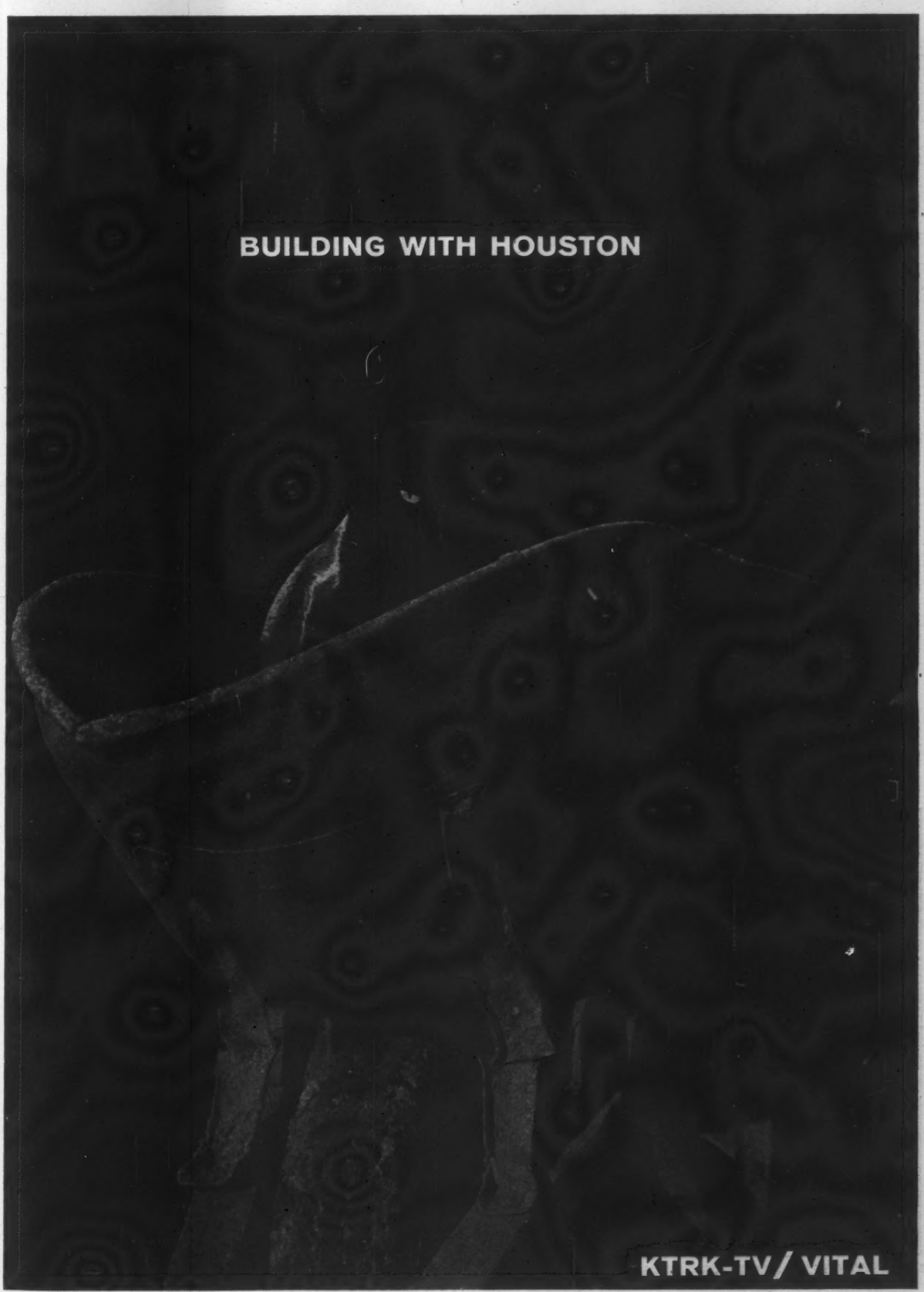
"This certainly is a prime example of the increasingly brave, socially aware attitude of our broadcasters . . ."

And, locally, the editor of the *New Orleans Times-Picayune* not only made a personal request that the show be repeated but also published a message to the general public promoting the repeat showing. This shows the respect and esteem in which WWL-TV's public affairs programming is held even by its competition.

CBS **WWL-TV**

NEW ORLEANS

Represented Nationally by Katz


BUILDING WITH HOUSTON
KTRK-TV/ VITAL

Modern machines make farming methods efficient, effective, economical. A century ago, baling hay was a strenuous, multi-operation facet of farming. Today, hay is gathered and baled in one quick operation.

NEW HOLLAND MACHINE CO., DIV. OF SPERRY RAND CORP.

Public service

in step with the times

WGAL-TV

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

NATIONAL ASSOCIATION OF BROADCASTERS
SEAL OF GOOD PRACTICE
TELEVISION CODE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

NAB's new evp?

Who will be NAB's new executive vice president and chief operating officer under NAB President LeRoy Collins? Because President Collins isn't practical broadcaster, man selected will be one. Speculation centered around selection of Tom C. Bostic, KIMA-AM-TV Yakima, who retired last month as NAB's Radio Board chairman. Also supported by some fellow board members is Dwight W. Martin, vice president and treasurer, WDSU Broadcasting Corp., operating WAFB-TV Baton Rouge, and new chairman of Television Board.

NAB rules specify that no employe may hold ownership interest in licensed broadcasting properties. Since Messrs. Bostic and Martin are identified in ownership, neither would be eligible unless he divested himself of such interest.

Triangle trek to CBS-TV

Basic affiliations of Triangle stations WFBG-TV Altoona, Pa. (ch. 10), and WNBF-TV Binghamton, N. Y. (ch. 12), shift from ABC to CBS, with transition to be fully implemented by about Sept. 1. While stations have been affiliated with both networks, clearances have been preponderantly for ABC. WNBF-TV is only vhf in Binghamton, while Altoona market also is covered by ch. 6 WJAC-TV Johnstown, NBC primary affiliate, which already has been contacted by ABC-TV.

ABC-TV this spring affiliated with Taft Broadcasting Co. stations WKRC-TV Cincinnati; WBRC-TV Birmingham and WKYT (TV) Lexington which previously had basic affiliations of CBS. Shift of Triangle stations were not formally announced by either network or licensees.

Booz, Allen FCC survey

In final stages of negotiation is contract with Booz, Allen & Hamilton for stem-to-stern survey of FCC. Budget Bureau is handling negotiations and will underwrite cost. It will be first management survey of FCC to have been made in decade. Last one, by McKinsey & Co., gave FCC relatively clean bill and concluded it was understaffed.

Getting the breaks

Station representatives in New York are studying thorny questions rising from tv networks' decisions to go ahead this fall with 40-second station breaks. Some major reps currently are discussing mechanics in changeover from 30 to 40 seconds and as result they may advise stations to give first option to 10-second spot franchise holders when two 20's are used in place of 20 and 10. Option holder would get first crack at 20 and thus permit advertiser to improve his position on schedule. These reps think also that option plan would alleviate at least in part such situations as that created by Maxwell House Instant Coffee wherein advertiser dropped all of its IDs and 20s. Many reps also studying pricing for new 40-second and 30-second spots.

FCC stalks affiliates

Extent to which FCC is insinuating itself in affiliate clearances for public affairs programs is indicated in correspondence with public. In one recent instance, viewer wrote FCC Chairman Minow commending CBS for its documentary, "Who Speaks for Birmingham." Ted Meyers, administrative assistant to chairman, advised writer that program was type of "television journalism" that deserves encouragement. Then this kicker: "You may be interested to know that we have received numerous complaints regarding stations which failed to carry the program and our staff is taking an interest in this."

And that isn't all. Current draft of FCC's proposed license renewal form (303) carries specific question on affiliate station clearances for network programs and reasons for rejections. FCC, incidentally, wrestled with program form again last Monday and set another special meeting for June 26. With August recess just six weeks off, this means finalized changes will not be forthcoming until fall at earliest.

Networks report

Chairman Minow's threat to keep tabs on tv stations' clearance of network "public service" programs (BROADCASTING, May 15) has had no measurable effect on clearances yet. That's word out of all three tv networks, but majority view, unofficially, is that clearances may improve considerably (though probably not spectacularly) this fall when new program season starts. Realistically, they're not much surprised that no change has occurred to date, pointing out that in some cases stations may be blocked by local commitments at present and that, anyway, broadcasters historically think of fall as season when important programming changes are made.

Minow's pr man

FCC Chairman Newton Minow, with agreement of other commissioners, has brought in former newsman on special consultancy to recommend ways to beef up commission's public information operations. Mr Minow thinks agency's work is misunderstood by general press and wants to improve flow and quality of news originating at FCC. Consultant is Michael J. Connelly, graduate of U. of Illinois, former United Press staffer in Los Angeles, later (1957-58) reporter on *San Francisco Chronicle* and for the past two years in real estate business in Fort Worth.

Ford custom job

Pastore bill (S 2034) to reorganize FCC operations as substitute for administration's defeated Reorganization Plan No. 2 (story page 64) was largely handiwork of FCC Commissioner Frederick W. Ford. At hearing fortnight ago, Mr. Pastore suggested that FCC submit its version of ideal measure and Ford draft, with slight modifications, was accepted.

Although Rep. Oren Harris (D-Ark.) strongly prefers his own reorganization plan for FCC (HR 7333), facts of political life are such that he will accept commission's proposal introduced in Senate. Harris plan faces strong opposition in his own Commerce Committee because it retains many of broad power grants to FCC chairman contained in Reorganization Plan No. 2. Senate bill, on other hand, is more palatable to five of seven commissioners and communications lawyers.

Catv public interest

Community antenna operators, pretty sharp at picking up hint, will receive serious briefing on educational tv at NCTA convention this week in San Francisco (see page 104). Thrust of special panel presentation is that catv must begin to show public interest base to answer critics' claims that service is only money-making proposition, devoid of public service concept—and that etv is best and easiest method of accomplishing this objective. Proposal is one of several directions new NCTA President William Dalton hopes to persuade cable industry to take.

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EFFECTIVE JUNE 25, 1961 **WTOP-TV, WBTV, WJXT**
WASHINGTON CHARLOTTE JACKSONVILLE
FORMERLY REPRESENTED BY CBS-TV
SPOT SALES **WILL BE REPRESENTED**
NATIONALLY BY TvAR

TvAR
TELEVISION ADVERTISING REPRESENTATIVES, INC.
NEW YORK · CHICAGO · LOS ANGELES
SAN FRANCISCO · DETROIT · ATLANTA

WEEK IN BRIEF

NAB has made its first reply to broadcasting critics—tougher tv and radio codes. Ban on triple-spotting and cut in participation commercial time among steps taken in drastic action by tv directors. See . . .

TOUGHER TV-RADIO CODES . . . 27

And NAB's triple-spotting ban must be equated against the recent network expansion of station-break time into the 40-second area—especially since Maxwell House yanked $5 million in spots out of the medium. See . . .

MAXWELL HOUSE EXITS SPOT . . . 30

Don't go around telling Chicagoans their city still isn't the No. 2 U. S. market, a rank now claimed by Los Angeles. Chicago (consolidated area) has 6.8 million people. A depth study of this great market. See . . .

CHICAGO'S BALANCED ECONOMY . . . 67

All this talk about exporting blue-ribbon tv programs to improve America's image has one weakness—it ignores high talent costs and foreign viewing tastes. A thorough study of a difficult tv problem. See . . .

CULTURAL EXPORTS COSTLY . . . 111

President LeRoy Collins has the authority he needs to revamp the NAB headquarters structure. Last week he submitted a reorganizational plan to the board, which gave its approval to basic elements. See . . .

NAB REORGANIZATION PLAN . . . 9, 100

Up comes a perennial radio issue that has been hanging around the FCC 16 years—what to do about the clear channel stations that serve fast areas. A plan to break down 13 channels is now in the works. See . . .

FCC CHOPS AT CLEARS . . . 48

Community antenna systems, wiring tv into areas far from tv stations, face important decisions as little local firms develop into big combinations. They face a key problem —what to do about pay tv. See . . .

CATV'S PAY TV PROBLEM . . . 104

First, as usual. Procter & Gamble's expenditure of $101.5 million in tv is more than double that of another soap sponsor, Lever Bros., which ranks second in recap of 1960 network and spot tv advertising. See . . .

P&G AHEAD IN TV DERBY . . . 40

One thing about the Senate juvenile delinquency hearings—tv is showing it can take violence as well as dish it out. Medium is attacked again but network witnesses challenge testimony and offer ideas. See . . .

ACTION SHOWS MAY DECLINE . . . 52

The Kennedy-Minow plan to give the FCC chairman more power fell before an overwhelming House vote, 327-77, last week. Judging by the debate, Congress may develop its own plan to overhaul the commission. See . . .

HOUSE KILLS FCC PLAN . . . 64

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BROADCASTING

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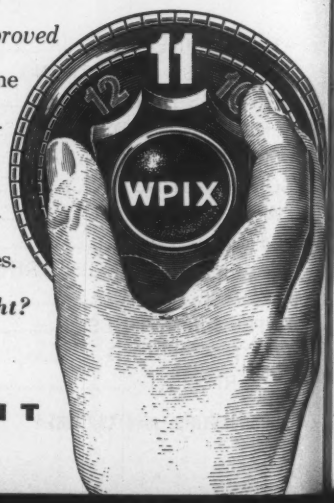
Dead Ringers

The Audiences of WPIX-11 and the top Network station are the same: A. C. Nielsen has *proved* that a rating point on WPIX-11 and on New York's leading Network station delivers the same number of families with the same income levels, home and automobile ownership characteristics, job occupations, etc. On WPIX-11 national advertisers are reaching the right people at the right time with the right kind of impressions . . . *minute* commercials in *prime evening* time in a "network atmosphere" of fine programming, advertisers and audiences.

Where are your 60-second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

BOARD BEGINS MOVING ON NAB REVAMP

Unified code, executive vp, research center authorized

First major steps in long-range reorganization of NAB were taken Friday by combined board of directors, winding up three-day meeting in Washington (early stories pages 27, 100).

Board voted measures after reviewing basic plan submitted Wednesday at opening of summer session by President LeRoy Collins. Main actions:

- Creation of single overall code authority to administer both radio and tv codes. Sum of perhaps $100,000 to be added to present radio-tv code funds, as needed. Director will have vice presidential status.
- New office of executive vice president set up, with Gov. Collins to name occupant, subject to board approval. Salary not specified.
- Gov. Collins authorized to take first steps toward creation of major research center in cooperation with university to conduct depth studies and provide training in broadcast functions

NAB actions create two new openings in upper echelon.

Board created department of administration to include duties of secretary-treasurer, bookkeeping, meetings, etc. Gov. Collins' appointment of Everett Revercomb, present secretary-treasurer, as head of new department, was confirmed. He will report to executive vice president.

Gov. Collins was authorized to name additional personnel and make administrative revisions for efficient conduct of association affairs.

New NAB board structure committee was voted. Membership consists of Clair R. McCollough, Steinman Stations, chairman of combined board; George Hatch, KALL Salt Lake City, radio board chairman; Dwight W. Martin, WDSU-TV New Orleans, tv board chairman. Mr. Hatch named Joseph M. Higgins, WTHI Terre Haute, Ind., radio board vice chairman, and Richard W. Chapin, KFOR Lincoln, Neb., to serve on commitee. Mr. Martin named William B. Quarton, WMT-TV Cedar Rapids, Iowa, tv board vice chairman, and W. D. Rogers, KDUB-TV Lubbock, Tex. Committee will hold first meeting later in summer to consider other association changes.

Proposed revamping of NAB board on unified rather than separate radio-tv basis was sidetracked. Radio members of board obtained continuance of office of NAB vice president, held by John F. Meagher, but no action was taken.

Board discussion centered around long-range functional chart submitted by Gov. Collins after several revisions.

Presidential advisory committee continues. It includes Mr. Martin, Mr. McCollough and Mr. Hatch.

New code authority will have broad powers, such as lifting of station's code seal. Appeals can be taken to radio or tv code boards, which in turn operate under radio and tv boards of directors.

Gov. Collins said research center will be housed on campus, utilizing graduate students, among others, and researching in programming and advertising, for example.

Head of research center should be outstanding person, Gov. Collins said, with pure broadcast research experience and familiarity with current broadcast research. Director of center would be NAB vice president. He suggested new executive vice president might well come from industry.

Board will invite non-NAB members to attend eight fall conferences. Gov. Collins will make circuit.

Resolution voiced appreciation of Gov. Collins' leadership and his efforts "to preserve broadcasting under American system of free enterprise and develop maximum potential of these media of communications, information and entertainment."

Winter board meeting will be held Jan. 29-Feb. 3 at Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

Bartley urges stations to reclaim programming

Broadcast licensees must recapture control over programming from networks and advertisers, Commissioner Robert T. Bartley told Florida Assn. of Broadcasters Friday (June 16).

"I just can't believe that it is an economic necessity that you have to capitulate," he stated. If individual stations are too weak to exercise their responsibilities over programming, they should do it together, he said, suggesting affiliates explore relief from antitrust restrictions for such joint effort. "I am going to continue to refuse, at least for awhile, to believe that the local licensees and program directors are helpless and can't do anything about this, FCC member said, adding he thinks licensees must have firm voice in determining programming fare.

Commissioner Bartley also urged affiliates to carry public affairs shows offered by networks. He said there are millions of homes deprived of top-notch network offerings because they are not cleared by local affiliates.

Blair-Tv on breaks

Blair-Tv executives will explain how expanded station breaks will affect prime time advertisers at news conference tomorrow (June 20) at rep's New York headquarters. Blair-Tv research staff has compiled analysis of subject and results will be disclosed at conference.

Writer spokesman fingers tv sponsors

Executive director of Writers Guild of America—East on Friday charged "man who pays the bills—the sponsor and the advertising agency" with ultimate responsibility for tv crime and violence shows.

Guild's Evelyn Burkey also said networks must share "blame" for not taking firm stand against such programs.

In testimony before Senate Juvenile Delinquency Subcommittee, she said writers are not responsible for shows, must write to formula and have virtually no control over scripts.

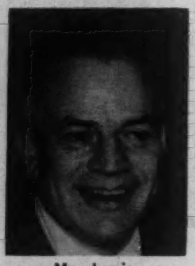
She branded as "unfair" statement by Walter D. Scott, NBC-TV executive vice president, that writers use violence as "crutch." More often that not writers are told by producers to add it to scripts, she said, (see story page 52).

Sylvester (Pat) Weaver, former NBC board chairman, said tv's impact on children "is highly unique matter, child by child . . . not easily disposed of with generalities." He ignored several opportunities to criticize 1961 programming. He would only say, "That seems somewhat high," when told subcommittee figures indicated 50% of network programming is devoted to action-adventure.

James Robertson, National Educational Television & Radio Center vice president, said his organization is seeking to fill "what appears" to be "vacuum" in children's television experience. But he praised efforts of those in commercial television and advertising agencies who spend funds available to them to "produce some of the finest educational and cultural television ever seen."

more AT DEADLINE page 10

WEEK'S HEADLINERS

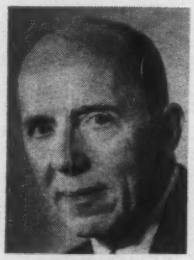


Mr. Lewis

William B. Lewis, board chairman of Kenyon & Eckhardt, assumes full-time direction of all creative services of agency, and will carry additional title of director of creative services. **W. Stephens Dietz** elected senior vp and named director of marketing services. Changes follow resignations of **G. Maxwell Ule,** who had been senior vp, marketing, and **Barrett Brady,** senior vp in charge of creative services. **Howard M. Wilson** named senior vp in charge of creative services.

Mr. Steele

Ted Steele, vp, NTA owned radio stations, joins WINS New York as general manager. He succeeds Harold (Hap) Anderson (WEEKS HEADLINERS, June 12). Mr. Steele assumed duties as general manager of WNTA Newark in 1959. Earlier he had been host of WNTA-TV's *Ted Steele Show*. He had been an on-air performer for five years with WOR-AM-TV New York and also had served these stations as executive producer. He previously was with WPIX (TV) New York, DuMont Network and NBC, both as production executive and as personality. From 1946-48 Mr. Steele was director of radio-tv with John C. Dowd Adv., Boston.



Mr. Anderson

Edward P. Anderson, executive vp, Richardson-Merrell, N. Y. (Vick Chemical Co.), appointed senior vp for advertising. Mr. Anderson, who started with company in 1930 as copywriter, assumes his new post July 1, with responsibility for advising management on advertising and in developing advertising people within company. He also will supervise Morse International, R-M's advertising agency subsidiary. **Richard D. Waters,** president of Vick Chemical Co., proprietary drug division, becomes executive vp of Richardson-Merrell, supervising Vick Chemical, Vick International and Vick Manufacturing divisions.

Mr. McAllister

Kenneth McAllister, senior vp of Benton & Bowles, named vp in charge of advertising for Thomas J. Lipton, tea and other foods concern. He will be responsible for all advertising, sales promotion, and brand management. Prior to joining Benton & Bowles in 1955, he was vp and secretary of plans board at Sullivan, Stauffer, Colwell & Bayles. He has also been advertising, promotion, merchandising and publicity executive for Columbia Records and prior to that was sales promotion manager for WGY Schenectady.

Frank Reel, vp in charge of legal affairs, Ziv-United Artists, N. Y., named vp in charge of business affairs. New office incorporates all of tv production firm's general business and legal functions under single department head. Mr. Reel was executive secretary of AFTRA before he joined Ziv in February 1954 as operations manager.

William E. Roberts, executive vp of Bell & Howell, appointed president of Ampex Corp., succeeding **George I. Long,** resigned. See story page 110.

For other personnel changes of the week see FATES & FORTUNES

JFK names Reinsch, Daniels

J. Leonard Reinsch, broadcast director of Cox stations, and Jonathan W. Daniels, editor, *Raleigh* (N.C.) *News & Observer,* were nominated by President Kennedy Friday to be members of U.S. Advisory Council on Information. Mr. Reinsch, President's radio-tv advisor during campaign, will succeed Philip D. Reed, General Electric; Mr. Daniels succeeds Edwin D Canham, *Christian Science Monitor.* Both nominations must be approved by Senate.

Circle L gets Reno ch. 4

FCC announced Friday (June 16) it has made final April 26 initial decision granting new tv station on ch. 4 in Reno, Nev., to Circle L Inc. Permittee for ch. 4 is principally owned by E. L. Cord, who owns KFAC Los Angeles, and his son, Charles E. Cord.

Levathes adds new duties

Peter G. Levathes, president of 20th Century-Fox-Tv, has been named temporary head of production for parent 20th Century-Fox Corp. Since May 3 he has supervised both tv and film studio operations. His appointment follows release of studio's 1960 fiscal report which shows film productions operating at loss. He replaces Robert Goldstein. Mr. Levathes at one time was Young & Rubicam's media programming head.

Catv jurisdiction question

Pay tv opponents (theatre owners) will file brief contending Arkansas Public Service Commission has no jurisdiction to order Southwestern Bell Telephone Co. to establish rates and facilities for wired pay tv system in Little Rock.

Hearings resume today (June 19) on petition filed by Midwest Video Corp., which holds International Telephone Corp franchise.

Basis for brief: proposed system should be under FCC, because programs will be produced outside Arkansas, and therefore it's interstate.

Business briefly...

Texaco Inc., New York, will launch a 10-week radio spot campaign for its petroleum products in 75-100 major markets beginning June 30. Campaign is to complement firm's other media advertising and will consist of all one-minute spots. Agency: Cunningham & Walsh Inc., New York.

General Mills Inc., Minneapolis, reportedly is about ready to break with new radio spot campaign. As many as 50-60 markets will be involved, it's believed. Agency: Dancer-Fitzgerald-Sample Inc., New York.

Kemper Insurance Co., Chicago, through Clinton Frank Inc. there, signed Friday for quarter sponsorship of *All Star Golf,* weekly hour program which switches this fall from ABC-TV to NBC-TV and starts Oct. 14 in Saturday 5-6 p.m. period in full color for first time. Reynolds Metals earlier renewed half-sponsorship through Lennen & Newell, New York.

Kansas is far more than a producer of wheat for a hungry America's bread! It's a thriving industrial and mining state as well... with rich reserves of oil and gas, and booming aircraft and meat-packing plants. The result is *big buying power* in the hands of more than 1,400,000 prosperous people—buying power you reach best on WIBW-Radio, Topeka, saturating and delivering a 94-county coverage area!

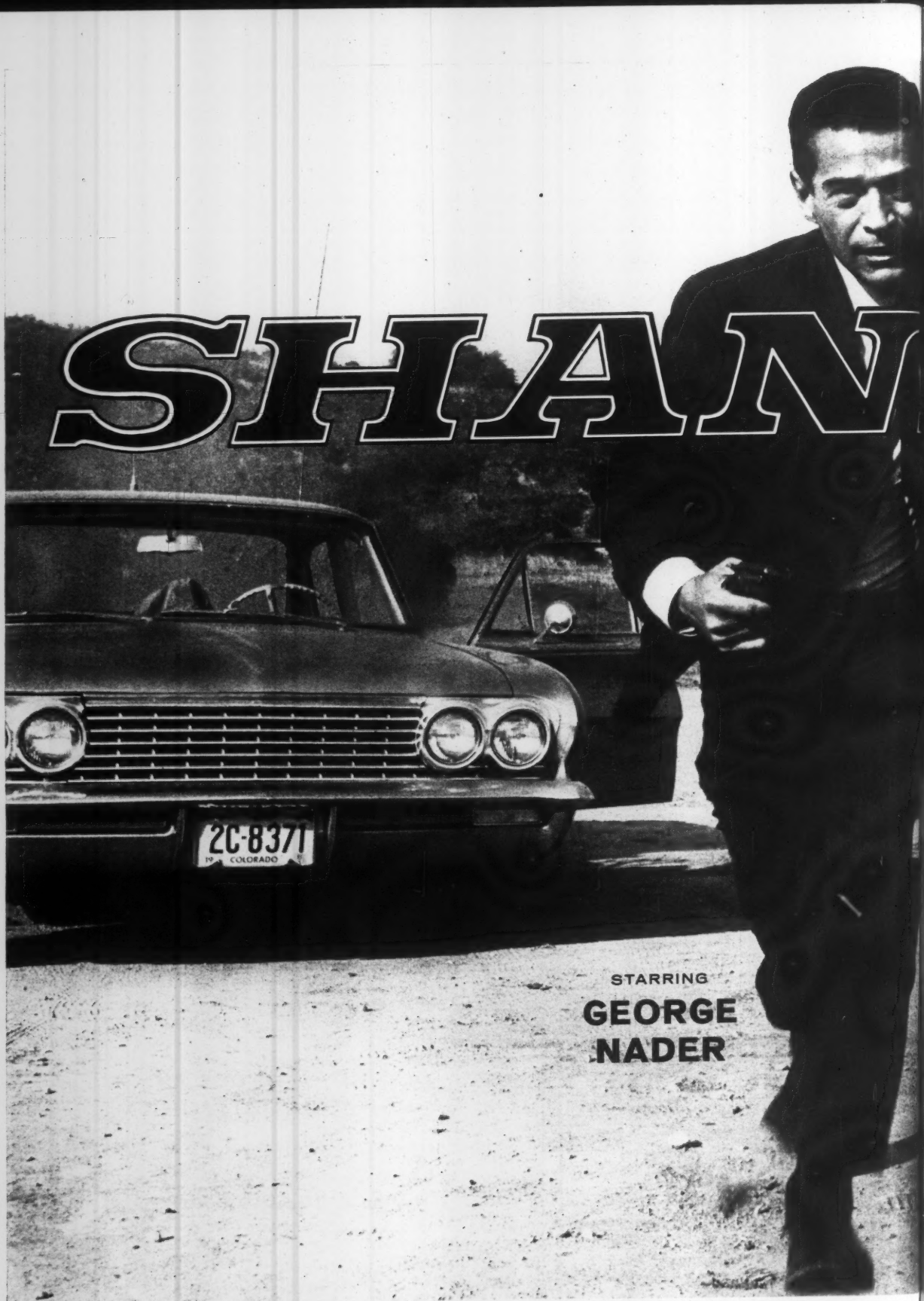
Knowledgeable, cosmopolitan Kansans—well-to-do farmers and urban dwellers alike—are prime prospects for all kinds of consumer products... from cars to cosmetics, power mowers to packaged soups. So start now to sell Kansas "inside out" on WIBW, the No. 1 listened-to Kansas station.

WIBW

580 KC. 5,000 W.
CBS RADIO NETWORK

TOPEKA, KANSAS
Saturating And Delivering America's 46th Radio Market

Division of Stauffer-Capper Publications
Represented Nationally by
AVERY-KNODEL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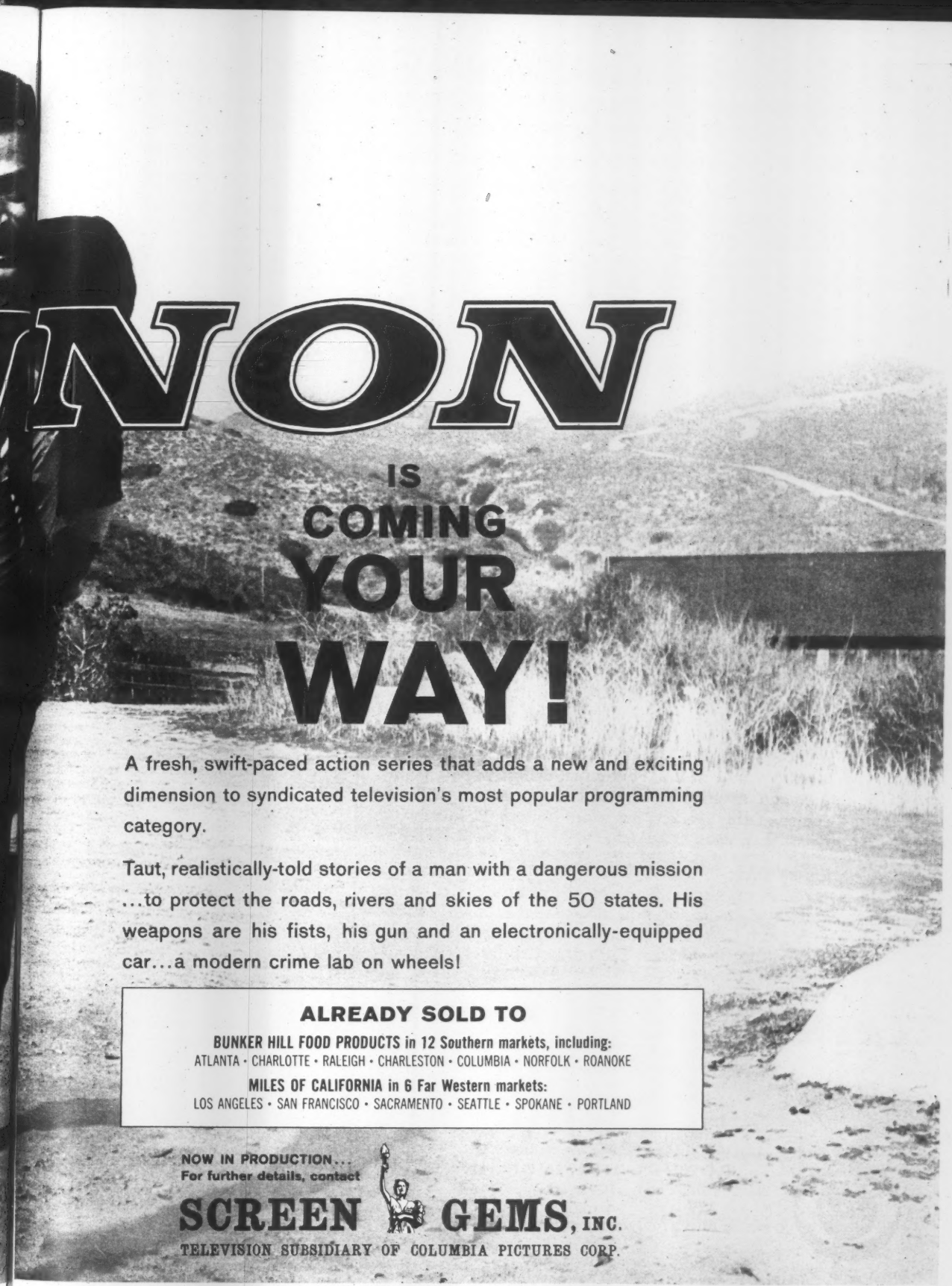


A fresh, swift-paced action series that adds a new and exciting dimension to syndicated television's most popular programming category.

Taut, realistically-told stories of a man with a dangerous mission ...to protect the roads, rivers and skies of the 50 states. His weapons are his fists, his gun and an electronically-equipped car...a modern crime lab on wheels!

ALREADY SOLD TO

BUNKER HILL FOOD PRODUCTS in 12 Southern markets, including:
ATLANTA • CHARLOTTE • RALEIGH • CHARLESTON • COLUMBIA • NORFOLK • ROANOKE

MILES OF CALIFORNIA in 6 Far Western markets:
LOS ANGELES • SAN FRANCISCO • SACRAMENTO • SEATTLE • SPOKANE • PORTLAND

NOW IN PRODUCTION...
For further details, contact

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

"For weeks the same nightmare...

no time available on WSBT-TV!"

Unharness those nightmares, Mr. Admen, WSBT-TV has some availabilities. So, you can still reach the South Bend market effectively and economically. And what a dream of a market it is . . . 15 counties in Northern Indiana and Southern Michiganwith a population of 915,000 and a buying income of $1.7 billion. South Bend, the trading center of this market, has a per household income of $7870 . . . highest in Indiana*.

The latest Nielsen Survey** shows WSBT-TV's dominance of this 3-station market . . . captures 41% shares of sets in use, sign-on to sign-off . . . carries 36 of the area's 50 most popular shows! It's accomplished with a full CBS schedule and with popular local shows. For complete details on the market and on availabilities, call your Raymer man.

*Copr. 1961 Sales Management Survey of Buying Power; further reproduction forbidden.

**Feb. 20-Mar. 19, 1961

WSBT-TV

SOUTH BEND, INDIANA

Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JUNE

June 19-20 — **Institute of Radio Engineers,** conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 19-22—**Wayne State U./Radio Corp. of America,** invitational television conference. University City, Detroit.

June 19-23—**National Community Television Assn.,** convention. Jack Tar Hotel, San Francisco.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-23—**Wisconsin Broadcasters Assn.,** Dell View Hotel, Wisconsin Dells. Speakers include FCC Commissioner Rosel H. Hyde and Washington attorney, James McKenna.

June 22-24 — **Mutual Advertising Agency Network,** creative seminar. Palmer House, Chicago.

June 23-24—**Colorado Broadcasters Assn.,** annual convention. La Court Hotel, Grand Junction.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

*June 24—**West Virginia AP Radio-Tv News Directors' Assn.,** meeting. Charleston Press Club, Charleston.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

*June 25-30—**Telecourse Training Institute,** American U., Washington. Guidance in Bible telecourses in six cities, with Ella Harllee as director.

June 26-27 — **Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel. Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

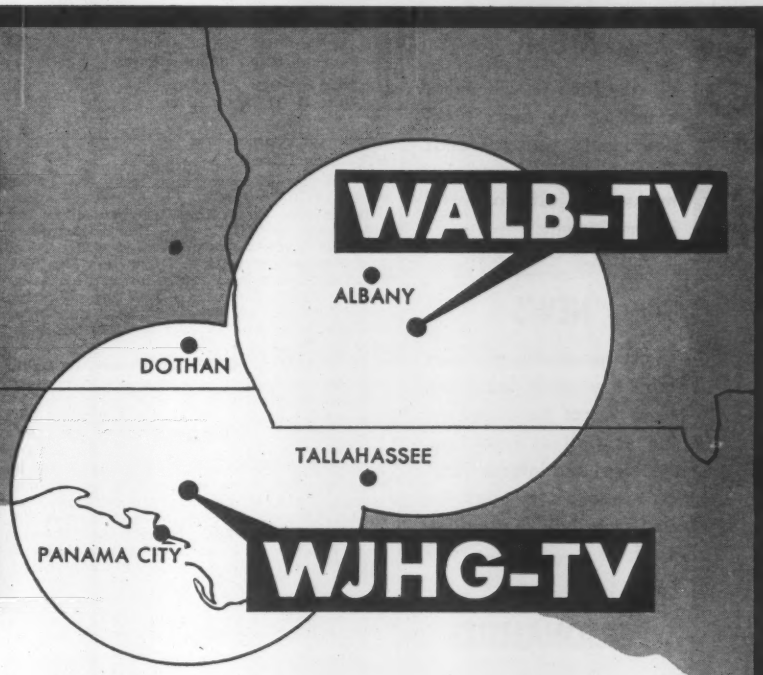
July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—**Three week summer workshop on Television in Education, U. of California at Los Angeles.**

*July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC

ONE BUY! FOUR MARKETS!



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers *four* market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV *dominate* this area!

GRAY TELEVISION NETWORK
Delivers 82,990 More TV Homes
Than The Nearest Competitor!
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WALB-TV
Ch. 10
Albany,
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Represented nationally by Venard, Rintoul, McConnell, Inc.
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THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

TvB Sales Clinics

June 20—San Antonio.
June 22—New Orleans.

Broadcast Bureau.

July 24—Deadline for submission on briefs to the FCC in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

*Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

*Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

*Oct. 12—**Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Willard Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

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CAN MOZART SELL MARGARINE?

Or soap? Or toothpaste? Is concert music and commentary a tasty dish that will influence people to try your brand, visit your place of business, call your salesman? Just consider the response to WJR's fine arts programming.

Listeners write in by the hundreds—many say they've never written a fan letter before. Critics in magazines and newspapers applaud. Housewives have formed a "Don't Call Between 10 and 11 a.m. Club," a glowing tribute to WJR's morning concert program.

Prime cause of this happy furor is Karl Haas, distinguished concert pianist, WJR's host, commentator and director of fine arts programming—20 hours, live and recorded, every week.

With concert and popular music, news, humor, variety, sports, farm and education programs and many others, WJR serves its audience with mature, intelligent programming—not tiresome trivia.

If your business is butter or beans, ice cream or insurance, no matter what, you'll find that WJR talks to the people you want to reach in a way they like. Sound interesting? Call your Henry I. Christal representative right now and get the facts on WJR, the wide-awake station in the money belt of the Great Lakes.

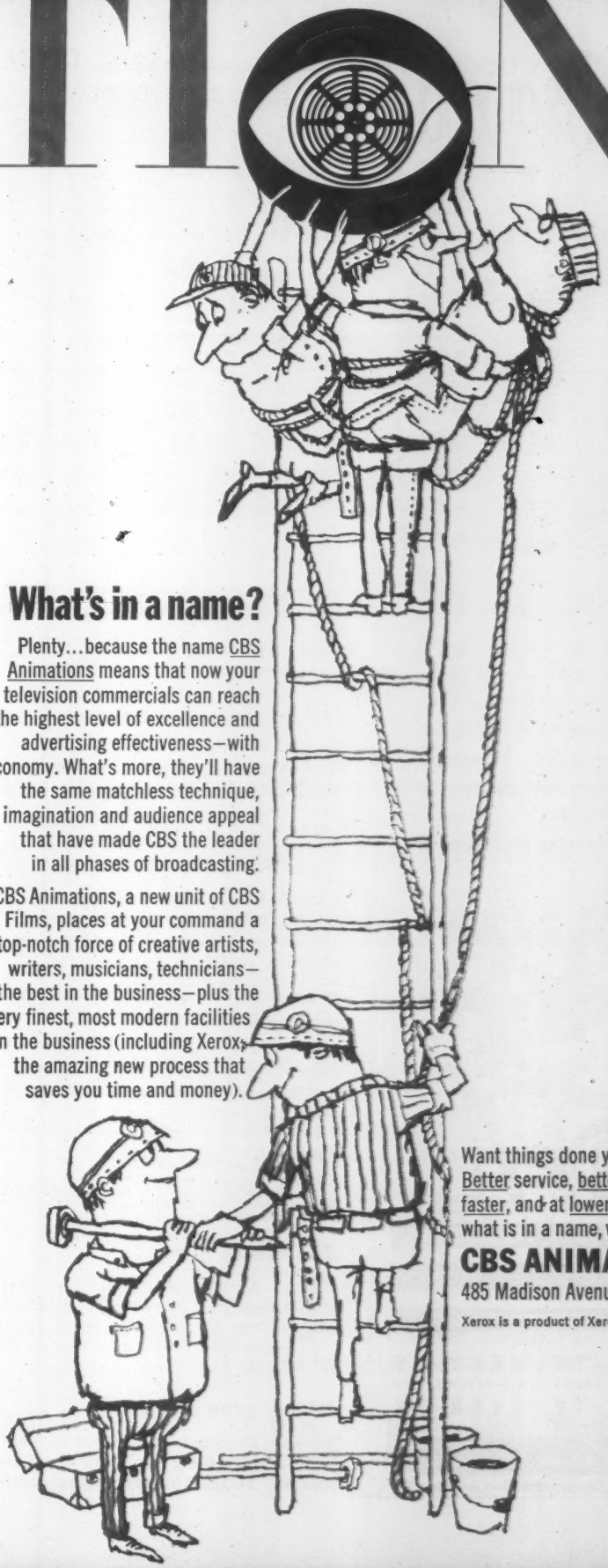
WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta · Boston · Chicago · Detroit · San Francisco

Fine arts programming is a part of our complete range programming—something for everyone, every day.

CBS ANI

MATIONS



What's in a name?

Plenty...because the name CBS Animations means that now your television commercials can reach the highest level of excellence and advertising effectiveness—with economy. What's more, they'll have the same matchless technique, imagination and audience appeal that have made CBS the leader in all phases of broadcasting.

CBS Animations, a new unit of CBS Films, places at your command a top-notch force of creative artists, writers, musicians, technicians—the best in the business—plus the very finest, most modern facilities in the business (including Xerox, the amazing new process that saves you time and money).

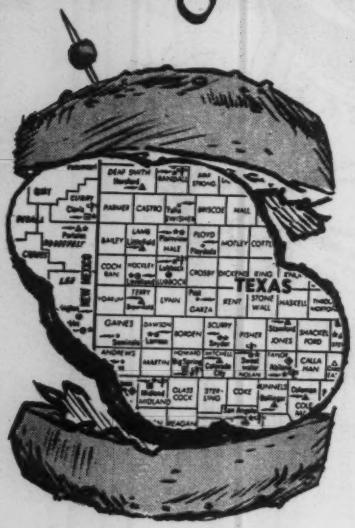
Want things done your way? Better service, better commercials, faster, and at lower cost? That's what is in a name, when it's...

CBS ANIMATIONS

485 Madison Avenue, New York 22

Xerox is a product of Xerox, Inc.

a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

OPEN MIKE ®

ARF media comparisons

EDITOR: I have read with considerable interest your review of our report, "Toward Better Media Comparisons" (BROADCAST ADVERTISING, May 29), and I am writing to tell you that I regard it as outstanding both for its brevity and clarity. . . .—*A. W. Lehman, President, Advertising Research Foundation, New York.*

Fine condensation

EDITOR: Would you pass along to the person who wrote the story, "Electronic super-spy system proposed" (ENGINEERING & EQUIPMENT, May 29), my commendation on his ability to grasp a highly complex subject and condense it into two columns.

I am aware of the complexity and difficulty, because it has taken 14 years of rather intensive effort to capture the concept in the report. . . . Your reporter has made the finest condensation of the concept that I have ever seen.—*Howard G. Kurtz, Senior Associate, Handy Assoc. Inc., Management Consultants, New York.*

Los Angeles story

EDITOR: [The] special story on the Los Angeles market was an exceptionally able accomplishment. . . . We have given every member of the Weed Radio Corp. sales staff throughout the nation a copy. . . —*Robert J. McAndrews, Station Manager, KBIG Avalon, Calif.*

EDITOR: BROADCASTING's special report on Los Angeles was a most expert job . . . comprehensive, accurate, and successfully reflected the mood of the whole growing metropolis. . .—*Robert F. Blake Co., Public Relations, Beverly Hills, Calif.*

EDITOR: The Los Angeles story is a superb job of fact-gathering, organization and beautiful writing. I'd like to order 500 reprints.—*Jack O'Mara, Vice president for Merchandising and Promotion, KTTV (TV) Los Angeles.*

[Reprints of BROADCASTING's special report on Los Angeles are available at 25 cents each in quantities up to 100, 15 cents each in quantities more than 100.]

The WPAT story

EDITOR: We were all extremely pleased with the excellent story on WPAT (THE MEDIA, June 5) . . . a fine writing job. . . .—*Dickens J. Wright, President, WPAT-AM-FM Paterson, N. J.*

Minow pros and cons

EDITOR: I've read every word of your editorials regarding Mr. Minow's NAB speech. You as publisher along with your editors . . . enjoy the unique research background of the broadcasting industry, which in my opinion is a prerequisite when commenting on a regulatory body at work. Congratulations on your excellent editorials.—*Wilt Gunzendorfer, Wilt Gunzendorfer & Assoc., Radio & Tv Management Consultants, Los Angeles.*

EDITOR: Although I, too, am connected with tv production . . . I am getting pretty fed up with your "tv can do no harm" attitude; for example, coverage of Minow talk and editorial, "The violent ones" (EDITORIALS, June 5).

Frankly, you would be helping the industry much more by casting your damn halo aside and encouraging some long overdue changes in program content instead of condemning those who are trying to save the industry. . . . —*Halas L. Jackim, Painted Post, N. Y.*

EDITOR: It was to be expected that certain segments of the press would seize upon the Minow speech to heighten their own "hate tv" campaigns; hence, the lineage devoted to the matter has long since become boresome.

Now some of the program syndicators seem to think the way to sell their new product is to continually drum away on the theme that theirs is the quality to solve the "vast wasteland dilemma."

Maybe I'm overly sensitive but I hate to think my evaluation of public service program types must also be under threat of a bludgeoning. — *Rex G. Howell, President, KREX-AM-FM-TV Grand Junction, Colo.*

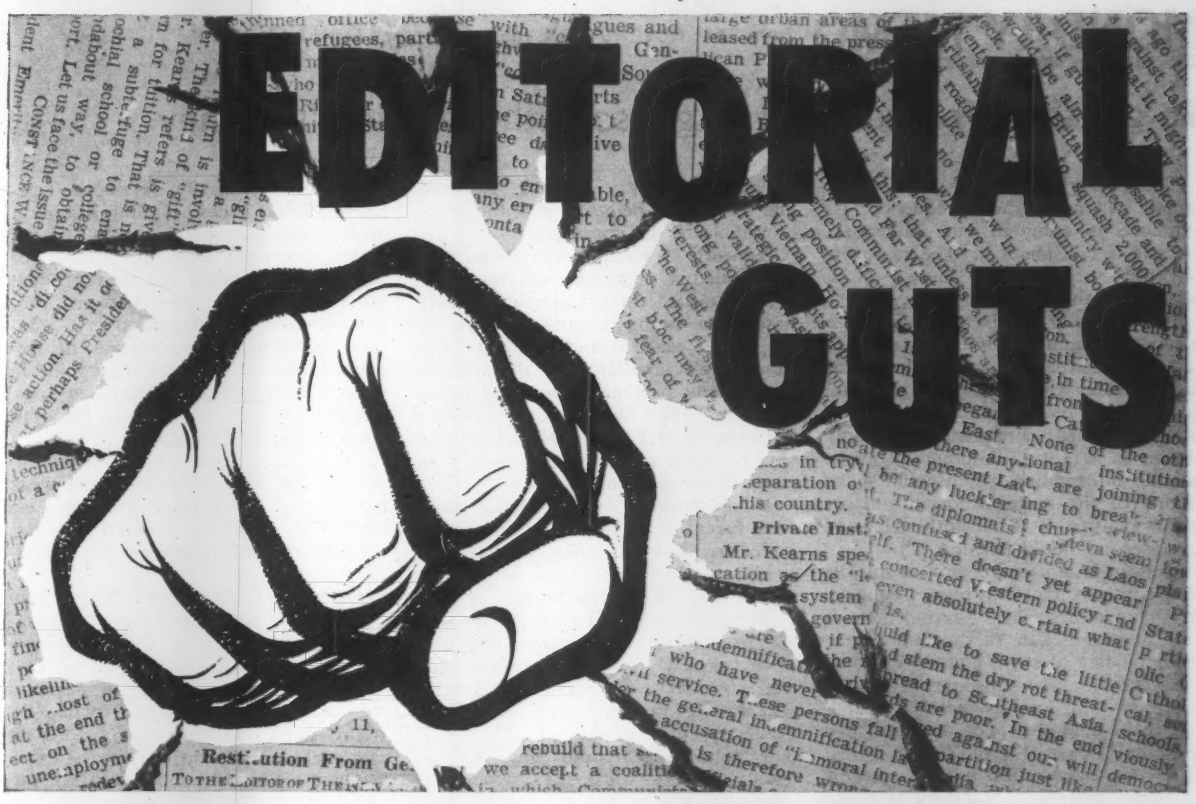
Nothing to excess

EDITOR: . . . Your writers are so preoccupied with the idea of getting free access to courtrooms as a basic right of broadcasters that they ignore other factors involved.

. . . Both my worthy competitors were mentioned in your story (THE MEDIA, June 5) and it would appear that our station was absent through apathy or inability to match their coverage manpower. . . .

Frankly . . . we decided early in the game that the case was too lurid for detailed reporting or important coverage. . . . I think we did right. . . . Freedom to the courtroom carries with it a basic right. Freedom to the living room carries with it a basic responsibility. We were sure of the first. We exercised the second.

And so, my word of caution: Do not urge our industry on to militancy in the freedom of the courts fight without cautioning it also to avoid the excesses that this freedom might develop. . . . —*Willard E. Walbridge, General Manager, KTRK-TV Houston.*



One more reason why the IMPORTANT sound on

WPEN PHILADELPHIA IS YOUR COMMERCIAL

People like a voice — whether it agrees with them or not. They admire the courage that goes with freedom of speech. They like a "stand" that says this is what we are for — this is what we are against. (If there is any doubt in your mind, you're invited to read the thousands of letters on file at the station.)

WPEN was the first radio station in Philadelphia to editorialize on the air. We started over a year ago — and today, our editorials, labeled as such, are daily program features. No vacuity. No meaningless mumbo-jumbo. But substantial words on vital subjects of the day.

The WPEN Editorial is just one more example of programming that has helped to build an image of confidence, and responsibility–and why the most important sound on WPEN is your commercial.

SOME OF THE SUBJECTS DISCUSSED EDITORIALLY BY WPEN

STATE INCOME TAX:
"Ill-Timed"

JUVENILE CRIME:
"Jail The Liquor Law Violators"

TRANSIT STRIKE:
"Both Sides Are Wrong"

UTILITY STRIKES:
"They Should Be Banned"

POLITICAL FAVOR:
"Why Are State Troopers Being Used As Chauffeurs"

WPEN
PHILADELPHIA

REPRESENTED NATIONALLY BY **GILL-PERNA**

MONDAY MEMO

from SAM NOVENSTERN, media director, North Adv., N. Y.

To guess at frequency is to guess with the client's money

The proverbial black sheep of the family has nothing on frequency. Its existence is admitted but, thereafter, nothing is said about it. The reason is obvious: very little is known of it other than that it exists.

It's generally at the tail end of a media presentation, following certain factors which are conceded to be of much greater importance such as c-p-m, gross homes reached and unduplicated homes reached. Frequency is simply shown as a factor. Although it might contain information which could make it one of the more important factors in an analysis, it is currently relegated to a second fiddle position.

Certain drug items, cigarettes and the like naturally call for high frequency of the commercial as do most foods and beverages. In fact, what agency wouldn't like to see a high commercial frequency for any consumer product it represents? So long as there is a product to be sold and once a media man gets the story to be told, he sees to it that the story, or ad, will be seen by as many potential consumers as possible—or does he?

More or Less? ▪ With a limited budget available for the placement of ads, should a responsible media buyer recommend a campaign to reach as many consumers as possible once or twice, or a more selective group of potential customers four or five times? The question remains: when can we assume with some assuredness we have saturated a given market to a point where the consumer is willing to buy?

Soon after the birth of television, the slide rules and calculators in research offices were attempting to answer a basic question, "How many homes am I reaching with my message?" The industry approved certain methods of ascertaining this number and the researchers were overjoyed, so elated that they started to tell us many more things about this audience. We now have available such information as total homes reached, average homes reached, total viewers reached, age of viewers reached, income, territory and area size breakdowns.

Our knowledge of audience characteristics allows us to make immediate assumptions as, for example, the type of person we will reach, simply by knowing the type of program which will carry the message.

Our presentations are filled with material from reputable research firms and we're off to make a recommendation to a client. Our client is pleased to see all the intricate work, gathered and weighed to help him pick the proper vehicle for his messages.

Network Tv ▪ Let's assume weve recommended a nighttime half-hour network program on an alternate weekly basis. The rating is quite good as are the homes reached and cost per thousand. He's familiar with these terms since many past decisions were based on them. Then he sees the frequency, 1.8 times over a four-week period, and says he needs a greater frequency than that. If he says so, he does.

While working over a similar problem recently for a single market, I called friends in the industry. They were media people I respect and with whom I have dealt for many years.

My question to each was, "Assuming you're using a one-minute commercial, what frequency over four weeks would you consider a saturation campaign?" The answers ranged from a commercial frequency of 4 to 20.

I wondered why the range was so great. After a while the answer was obvious. We in the media field are lacking an important tool, one which holds us back from doing as thorough a job as we'd like to. No one backed away from the question. We all had our opinions. But just as we would not present an audience estimate based on opinion only, we should not be expected to guess with our client's money as to the frequency of exposure of a given commercial. Our stock in trade is to see that our clients get the most for their advertising dollars. We can not hope to reach this point until we can answer the question of frequency.

To my knowledge, the only serious attempt to shed some light on frequency was made by the Gallup-Robinson Organization. Some of the details appeared in an article in the December 1959 issue of *Television* magazine.

Based on its newly developed Television Sales Index, Gallup-Robinson made such statements as, "On the average, the most efficient number of commercial minutes for one product on a given prime time network program over a 9-week period is 6 minutes." Obviously, an increase of frequency beyond the optimum point in Class A time will yield increased sales. Yet the cost per sale rises as the optimum point is exceeded.

On daytime, "the optimum sales efficiency is at least two minutes per week per program for a single product. Less frequency results in a markedly less efficient rate of return on the investment."

On spot, "The most efficient spot campaigns tend to have a greater number of participations and announcements and few ID's."

Many More Needed ▪ But we must first see the conclusions reached by many studies of this type before we can evaluate the worth of any of them.

Once we in the media field are satisfied to sit back and admire the work we've done in the past it is a sure sign that we are doing nothing new. The factors we employed to evaluate the acceptability of television programs in the past have certainly been improved to date just as today's standards will be refined and adjusted to better implement program studies in the future. We must continually strive to refine the use of the tools of our trade, and find new tools to make any study more meaningful to the advertiser.

It is up to the television industry to give recognition to studies of this type, and thereby encourage continual output. Media and research groups must evaluate and re-evaluate the credibility of this data with an eye toward its final application, the more efficient expenditure of every advertising dollar.

Sam Novenstern has been media director of North Advertising in New York for over a year (he joined the agency in April 1960). After his graduation from Syracuse University in 1950, Mr. Novenstern joined NBC, serving the network in the capacities of both station relations and network sales. He served in the Army Air Force from 1944-45.

DRAG YOUR DRACHMS/ In ancient Greece a drachm delivered many things... a seat at a Sophocles play, a ride in a two horse chariot, a ticket to the Olympic games! Drachms, of course, aren't what they used to be... even the name has changed! But drachms, drachmas or dollars, they still go a long way in Baltimore at WBAL-Radio. WBAL-Radio takes the Greek out of station buying by translating these facts into sales: WBAL-Radio is powerful – dominating the entire metropolitan area plus 37 surrounding counties in Maryland and four adjacent states. WBAL-Radio is progressive – providing its listeners with a distinctive format of full range programming and music for mature minds. WBAL-Radio is productive – reaching more homes in a given week than any other Baltimore radio station, providing more unduplicated coverage in this market than any other station. If you want your advertising to deliver sales in Baltimore and Beyond, drag your drachmas to WBAL-Radio today... or call our reps and let them do your heavy work!

WBAL-RADIO BALTIMORE NB Maryland's only 50,000 watt station

Associated with WBAL FM & TV / Nationally represented by Daren F. McGavren Co., Inc.

"ECHO," the satellite balloon that will someday make a global television communication system a reality, is a product of the Northwest, an area of ideas. The rocket that placed ECHO in its orbit among the stars was guided to its destination by an electronic system designed by still another firm in the Northwest area of ideas.

This area has now, and is constantly attracting, a wide variety of industry that has placed its future in space. These industries are continually creating new jobs for more and more people. It is these new industries, plus the conventional earth-bound firms, that make this area one of the richest in the nation. Here the average family income is $6328, with a total effective buying income of $5,358,994,000.

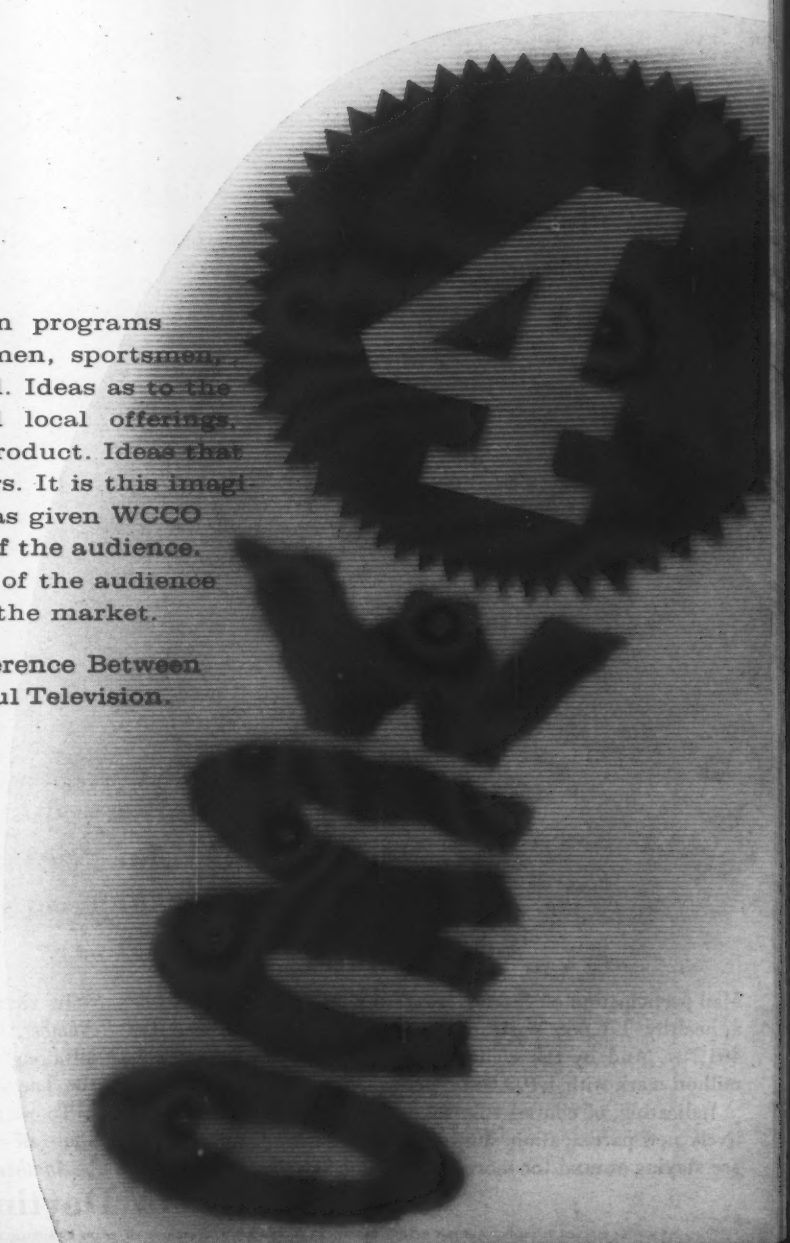
This is the rich area of ideas that is served by WCCO Television.

ECHO "SATELLOON" PROTOTYPE
Manufactured by G. T. Schjeldahl Company
Northfield, Minnesota

SOURCE: SALES MANAGEMENT SURVEY OF BUYING POWER—1961

WCCO, too, deals in ideas. Ideas in programs for all age groups, for women, for men, sportsmen, kids and, of course, the well informed. Ideas as to the right balance between network and local offerings, to program taste, to the selling of a product. Ideas that capture the imagination of the viewers. It is this imagination and idea programming that has given WCCO Television a 43% yearly average share of the audience. And, WCCO has dominated the share of the audience ever since Nielsen has been surveying the market.

It is ideas that make WCCO the Difference Between Good and Great in Minneapolis, St. Paul Television.



Represented by
Peters, Griffin, Woodward, Inc.

The only giveaway show that gets more mail than "Seven Keys."

(We've had over 1,000,000 pieces of mail in a week!)

Mail participation on *Seven Keys* started off the first week with a healthy 176,685 postcards. Jumped the fourth week to 401,787. And by the eighth week (May 29) went over the million mark with 1,103,055 entries.

Indicating, of course, that the viewers came to sample this lively new participation show, liked what they sampled, and are staying around for more.

In similar fashion, they are also liking *Camouflage* and *Number, Please.* And the impact, audience-wise, is being felt all along the full ABC-TV Daytime lineup. Indeed, all along the *3-network* daytime lineup.

To wit: currently, ABC-TV is showing a 14% increase in share of audience, while Net Y and Net Z are both down.*

Another trend?

ABC-TV Daytime

*SOURCE: NIELSEN TV INDEX FIRST MAY REPORT TWO WEEKS ENDING MAY 7, 1961, AVERAGE SHARE OF AUDIENCE, MONDAY THRU FRIDAY, NOON TO 4 PM, 1961 VS. SIMILAR PERIOD 1960.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 19, 1961 Vol. 60, No. 25

TOUGHER CODES IN TROUBLED TIMES

■ NAB outlaws tv triple-spotting, trims participation loads

■ Radio code invokes ban on intimate personal product ads

■ Tv action follows network plan to expand station breaks

The NAB replied to broadcasting's critics last week by tightening the advertising restrictions in its television and radio codes.

The television code was amended to prohibit triple-spotting in prime time station breaks and to reduce commercial content in prime time participation programs, effective Oct. 29 when networks return to standard time.

To the radio code was added a prohibition against the advertising of intimate personal products.

The new restrictions limiting television commercials in station breaks to two were adopted only a week after all television networks decided to expand the time of station breaks. Temporary confusion among advertisers and agencies was bound to ensue.

More Times, Fewer Spots ▪ The expansion of station break time had already created bewilderment among television customers before the adoption of the new television code provision reducing the number of commercials to be shown in the longer breaks. Young & Rubicam last Wednesday called a meeting of station representatives to urgently plead for quick information on what stations would do with the longer breaks (story page 28). And one of spot television's biggest users, Maxwell House Instant Coffee, pulled a $5 million budget out of spot tv at least partly because of fears of how the expansion of station-break time would affect the 20-second commercials and 10-second IDs that constituted the Maxwell House schedule (story on page 30).

ABC-TV several months ago announced its intention of expanding station-break time from the traditional 30 seconds to 40 seconds. A fortnight ago CBS-TV and NBC-TV announced they would expand their breaks to 42 seconds.

Although none said so, all three networks took the action at the request of affiliates which wanted more time to sell between network shows. In all cases networks and affiliates said they had no intention of encouraging triple-spotting, but it has never been made clear just how the stations intended to use the additional time they would gain. In the traditional 30-second break a 20-second commercial and a 10-second ID have been the standard components. Stations that fudged in a

Next step: a harder-hitting NAB organization

In addition to toughening the television and radio codes (see story this page), the NAB board of directors also struggled last week with a sweeping plan to reorganize the association. The plan was submitted by President LeRoy Collins (for details see THE MEDIA, page 100) and was scheduled to be voted on Friday, June 15 (see AT DEADLINE, page 9).

The radio board also elected a new chairman, George C. Hatch, KALL Salt Lake City, and new vice chairman, Joseph M. Higgins, WTHI Terre Haute, Ind. The association's top brass is shown in the picture above in its first informal get-together after the radio board elections. L to r: Mr. Higgins; Mr. Hatch; President Collins; Clair R. McCollough, Steinman Stations, chairman of the NAB joint boards; Dwight W. Martin, WDSU-TV New Orleans, tv board chairman; William B. Quarton, WMT-TV Cedar Rapids, Iowa, tv board vice chairman.

third spot did so by clipping off fragments of network offerings.

Until last week's revision, the television code permitted the broadcast of "two spot announcements plus the conventional sponsored 10-second ID" in station breaks. That phraseology was chosen to avoid the suggestion that the code permitted triple-spotting.

Board Actions ▪ Last week's changes in the television and radio codes were two of several actions taken by the NAB board of directors during a Wednesday-Friday meeting in Washington. (For reports of other actions see THE MEDIA, page 100).

The tv board approved a set of code recommendations adopted by the NAB Tv Code Review Board at a June 1 meeting (BROADCASTING, June 5, 12).

In adopting the ban on triple-spotting in prime time, the tv board was aiming directly at the oft-heard criticism that station breaks are cluttered with assorted commercial and credit announcements.

Then the tv board took another important action to meet criticism directed at peak viewing hours. It put a four-minute maximum limit on the amount of commercial time allowed in all prime-time, half-hour programs. This includes both single-sponsor and participating programs.

Program Time ▪ The uniform four-minute time limit in peak hours cuts two minutes off the six-minute commercial allowance for participating half-hours in the present code.

The tv code's allowable station-break limit of 70 seconds was not changed. Two spots and a commercial ID are still allowed in non-prime time.

At the same time the tv board increased the time allowed for commercials in single-sponsor half-hours from three to four minutes. It was emphasized at the NAB tv code office that the increase in this case really isn't an increase. The reason: opening and closing billboards, promos for other programs and public service announcements will be included in the four-minute allowance. The effect of the added minute, it was explained, will be negligible from a practical standpoint.

These billboards and other announcements are now classified in two ways by the tv code. In the case of peak-hour single-sponsor programs, they are defined as commercial content; in all other hours they are not counted against the commercial time allowance.

Prime Time Definition ▪ A longtime area of confusion in the tv code was cleared up when the tv directors adopted a definition of prime or peak viewing time. This specifies as prime time a continuous period of not less than three hours of each broadcast day in the highest rate bracket.

Originally the tv code board's recommendation provided a 3½-hour prime time segment, but this was cut to three hours by the tv board.

The new tv time standards for single-sponsor programs in prime time are boiled down to a short table. In the present code the time brackets are divided into (1) AA and A (prime) time and (2) all other time. The new language sets the four-minute limit on prime-time half-hour programs, for example, whether single-sponsor or participating. Similar limits are provided for other time segments, ranging from 1:15 minutes of advertising in a five-minute program to seven in an hour.

E. K. Hartenbower, KCMO-TV Kansas City, chairman of the tv code board, described the revision as "a significant step toward a new concept in which the code board directs its attention to obtaining maximum program time. In addition, the amendments correct certain inequities in the commercial time limitations set for programs with single sponsors and those under multiple sponsorship. We believe that both the viewer and the advertiser will gain."

Radio Changes ▪ The radio board's principal change in the code, which went into effect on a paid subscription basis last July 1, was to add language banning intimate personal product advertising. This was taken from the tv code. Existing langauge of a more general nature was retained. It provides that personal products advertising shall be treated "with special concern for the sensitivities of listeners."

A sentence in the radio code covering contests was amended to specify that all contests shall be conducted fairly and be within the law.

Cliff Gill, KEZY Anaheim, Calif., radio code chairman, reported the number of code subscribers had increased to 1,272 stations since it went into operation last July 1. He reported Standard Rate & Data Service will identify code subscribers.

What will new station breaks mean?

Y&R ASKS REPS FOR FAST WORD ON PRICES AND PRACTICES

Young & Rubicam, New York, last week outlined some of the problems that can emerge from the adopted practice of expanding prime-time station breaks next fall and urged tv station representatives to supply the agency with information on new price structures and on the methods of scheduling the prime-time periods.

William E. Matthews, vice president and director of media relations and planning for Y&R, told his invited audience of 65 officials of representative firms that time is pressing, and said the agency was seeking "speedy cooperation" so that its creative and media plans could be arranged for the fall. Mr. Matthews stressed that Young & Rubicam, which has opposed the expansion of station break time, has no intention of "setting a trap" for stations but is interested in learning how the agency could proceed to operate "in an efficient and orderly manner" under the new station break practices.

The Y&R meeting was held the same day, June 14, that the NAB board adopted a tv code revision outlawing triple-spotting.

The Y&R meeting followed decisions made in past weeks by all networks to permit stations to expand local breaks from the current 30 seconds to 40 seconds within prime time next fall. The move has been criticized by the Assn. of National Advertisers and many leading advertising agencies. Y&R was especially outspoken in its opposition.

Wants Prices ▪ Mr. Matthews said that Y&R was particularly interested in receiving, as soon as possible, information from stations on (a) how they plan to schedule the expanded time periods in terms of the varying lengths of spots that might be employed and (b) how these periods would be priced and earn frequency discounts.

Mr. Matthews said: "We don't think stations will triple-spot." But he said the longer break "means the 40 seconds can be filled with two 20s or a 40, or a 30 and a 10. Many advertisers have learned to use the 10-second ID, and have little experience with 30 seconds. Supposing a station carries a 10 and a 20, how do you fill the remaining 10 seconds? With a public service spot or a weather report, as some stations have intimated? I hope it won't be used as a promotion spot."

Buying Season ▪ He also asked for data on prices. He said he "assumed" that prices for 10-seconds and 20-sec-

How tv and radio codes were changed

The following changes were made June 15 by the NAB tv board in the television code, effective Oct. 29:

Under "Time Standards for Advertising Copy," change paragraph (1) to read:

1. In accordance with good telecast advertising practice, the time standards for advertising are as follows:

Prime Time (Definition: A continuous period of not less than three hours of each broadcast day, within the station's highest rate time period.) Commercial content of any 30-minute program in prime time may not exceed four minutes. This restriction includes "billboards," public service announcements and promotional announcements for other programs.

Non-Prime Time—Individual sponsorship—The time standards for advertising for individual sponsors in non-prime time are as follows:

Length of Pgm. (in minutes)	5:00	10:00	45:00	15:00	30:00	60:00
Length of Advertising	1:15	2:10	3:00	4:15	5:45	7:00

(See Paragraph 4 for "participation" program time allowances in other than prime time.)

Change paragraph (3) to read:

3. Station breaks are spot announcements scheduled between programs.

In prime time they shall consist of not more than two announcements plus non-commercial copy (station identification and/or public service announcements, etc.). The aggregate total of all announcements including non-commercial copy shall not exceed 70 seconds.

In non-prime time, station breaks shall consist of not more than two announcements plus the conventional sponsored 10 second station ID.

Station break announcements shall not adversely affect a preceding or following program.

Change paragraph (4) to read:

4. "Participation" programs (those designed to accommodate a number of announcements within the body of the program and available for sale to individual advertisers) in non-prime time may not contain more than six minutes of commercial for any 30-minute program. No program shall have commercial content in excess of this ratio. Not more than three announcements shall be scheduled consecutively. Where the program exceeds 30 minutes in length, the customary ID, not exceeding 10 seconds, may be in addition to these commercial time allowances.

Change paragraph (8) to read:

8. In non-prime time the above commercial time standards do not include opening and closing "billboard" announcements which give program or announcement sponsor identification. Each opening and closing "billboard" regardless of the number of sponsors shall not exceed 20 seconds in programs longer than one half-hour or 10 seconds in programs of one half-hour or less.

Two changes in the text of the radio code were made by the NAB radio board:

This new language was added as paragraph (d) under Acceptability of Advertisers and Products: Advertising of certain intimate personal products which might offend or embarrass the listening audience is unacceptable. Among these are products for the treatment of hemorrhoids and for use in feminine hygiene. [The present (d) becomes (e) and (e) becomes (f).] The word "spiritualism" was deleted from (c) which classifies occultism, astrology, palm-reading and similar services as unacceptable.

Under Contest (D) change first paragraph to read: Contests shall be conducted with fairness to all entrants, and shall comply with all pertinent federal, state and local laws and regulations.

onds would not change or at least would be consistent with audience coverage and other values. Mr. Matthews mentioned that price information was needed as soon as possible because the buying season is near.

He reminded his audience that Y&R is a subscriber to Broadcast Advertisers Reports' new Television Performance Audits Service, and, starting this fall, will check the agency's commercials for possible triple-spotting and also will examine station programming. Mr. Matthews explained that programming will be checked because affiliates have gone on record as saying that they intend to use the extra revenue accruing from lengthened station breaks to improve local public service programs. He added that Y&R was obtaining this data for its own records, but in response to a question from the audience said: "I think that if a pattern emerges showing a station is doing more public service than in previous years, we will write to them and praise them for it. And if they don't we may call that to the attention of the station."

Mr. Matthews said that the increased station breaks raise questions as to the efficiency of the various lengths of announcements. He noted that there has not been much testing on the capabilities of the 30-second spot. The custom of recent years has made the 20 and the 10-second ID pretty much the standards. If 30s are to become popular, advertisers will be on new ground.

William H. Matthews, vice president and director of media relations and planning for Young & Rubicam (second from right), greets three of the 65 reps and station men who attended his question session on the 40-second station break. L to r: Adam Young, president of Young Television; Joseph Stamler, vice president and general manager of WABC-TV New York, and Stuart Kelly, vice president of Paul H. Raymer Co.

Maxwell House Instant exits spot tv

ACTION MAY BE RESULT OF EXPANDED STATION BREAKS

One of the best-known brand names in spot tv—Maxwell House Instant Coffee—has pulled its entire national spot budget out of the medium. It represents an estimated $5 million in annual billing, half of it in 20-second commercials and the other half in 10-second IDs.

Cancellations came in two waves: The first in April affected 20s, the second earlier this month involved all the IDs. General Foods Corp. markets the brand, for which Benton & Bowles, New York, is the agency. B&B's action on behalf of its client was in the form of the advertiser exercising the two-week cancellation clause that is standard in spot contracts.

There is another Maxwell House coffee product — the vacuum-packed coffee—handled by Ogilvy, Benson & Mather, New York, which ordinarily buys minutes instead of IDs or 20s, and has not followed Benton & Bowles' pull-out.

The 40-second Break ▪ The Maxwell House action by Benton & Bowles—the agency considered generally in the tv advertising business as an exponent and skilled user of the ID in television—took stations and their representatives by surprise. Most tie the action to network plans next season to expand the station break in prime time from 30 to 40 or 42 seconds (Also see Young & Rubicam's meeting with representatives, page 28).

Some agencies—particularly Benton & Bowles—believe the ID in effect will lose in value and importance for the large-volume advertiser once the station break expands to 40 seconds. Lee Rich, B&B vice president in charge of media and programming, has said the 40-second commercial will serve to curb an advertiser's maneuverability—there will be fewer break periods available to the advertiser who seeks more favorable placement for his 10-second commercial.

Instant Maxwell House and its sister spot tv coffee are regarded together as the No. 2 brand advertiser over the past five years. The brand compiled more than $28 million in gross time billings in spot during those years, and was second only to Lestoil (BROADCASTING, April 3). The current instant coffee lineup includes some 100 stations with frequency varying in each market, though all in prime time.

Some station representative actions coming in the wake of the coffee cancellations would appear to be directed at national spot advertisers, reassuring them of their ID commitments.

Asked To Honor ▪ Where advertisers place IDs with stations on a pre-emptible basis, some reps—The Katz Agency and Blair-Tv among them—are suggesting to stations they honor those spots next fall. Several reps, including Katz, Blair, Paul H. Raymer Co., Edward Petry & Co., are recommending also that stations schedule not more than two paid commercial announcements in the planned 40-second break. It was apparent the recommendations are being made by some of the reps because of deep concern over the Maxwell House cancellation.

Representatives, however, note they are not suggesting how the new station break period be divided. It's obvious, however, as Mr. Rich had explained in much detail in a May 9 memorandum to management and account supervisors at the agency (AT DEADLINE, June 12), there are but few alternatives for a station to follow in filling the 40 seconds if it is to honor IDs but not triple spot: a 30-second spot and an ID, a 20-second spot and an ID and another 10 seconds for public service (weather or news), or a 20-second spot, an ID and another 10 seconds for station promotion.

Direction ▪ Stations most likely will place two 20-second announcements within the break time. Reason: a station wouldn't be expected to use IDs very much because they either will triple spot (20-10-10 formula) or use public service (20-10 and 10-second public service) and that is not a revenue gain. The use of a 30-second announcement and an ID was not given much hope by Mr. Rich.

The Benton & Bowles top tv executive continued, "While most station managers that we have talked to have promised to protect ID users from preemption from their current positions, there is no question that the ID advertiser will lose a great deal of the maneuverability . . ." This, he said, would become apparent in the new season once schedules "begin to shake down in terms of strong and weak programs" and the ID advertiser finds himself unable to shift a spot from a weak to a strong position because of 20s occupying these slots.

Some reps also thought Maxwell House was simply putting through a summer cutback, and would return next fall.

But others close to the Maxwell House action—including B&B executives—were unable to speculate on where the advertiser might go next in television. There were indications, both in Mr. Rich's memorandum and in agency-rep discussions, that some, and perhaps all, of the business would find its way back into tv, though much of it might be reallocated to network tv. (Among the current network sponsorships: participation in *Danny Thomas* and *Rawhide* on CBS-TV, for which in the first quarter some half-million dollars were allocated for gross time charges).

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 8-14 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

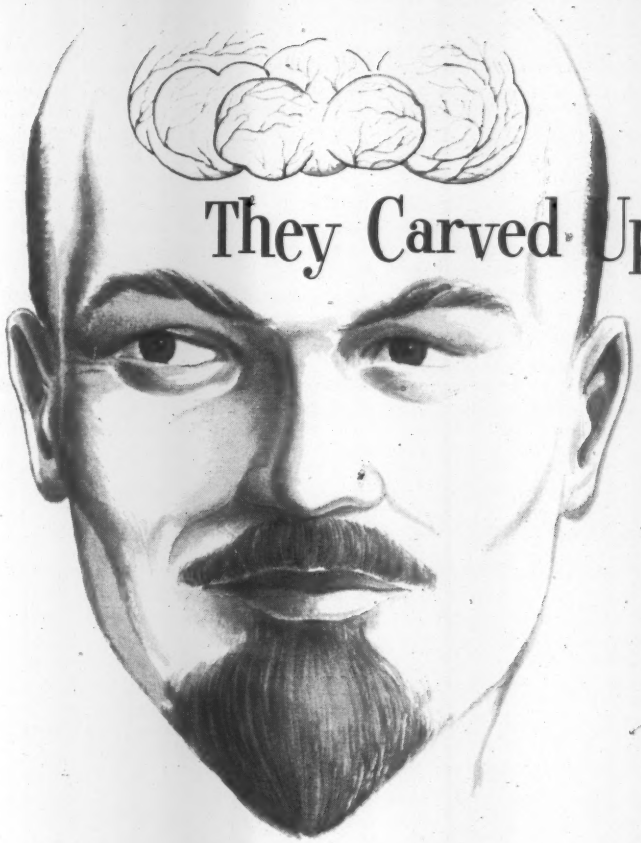
Date	Program and Time	Network	Rating
Thur., June 8	**The Untouchables** (9:30 p.m.)	ABC-TV	28.9
Fri., June 9	**Twilight Zone** (10 p.m.)	CBS-TV	23.2
Sat., June 10	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	25.5
Sun., June 11	**Candid Camera** (10 p.m.)	CBS-TV	23.8
Mon., June 12	**Hennesey** (10 p.m.)	CBS-TV	17.2
Tue., June 13	**Thriller** (9 p.m.)	NBC-TV	24.3
Wed., June 14	**Naked City** (10 p.m.)	ABC-TV	25.9

Copyright 1961 American Research Bureau

Bohack buys radio-tv

Bohack Co., which claims to be the largest supermarket chain in the New York area, is embarking on a long-range saturation radio-tv campaign in that market to promote the introduction of the King Korn trading stamp plan to its 196 markets in Brooklyn, Queens, Bronx, Nassau, Suffolk and Westchester areas. Other media also are being used. The Chicago-based King Korn Stamp Co. is establishing a new eastern division warehouse and a spread of redemption centers.

THE COST OF FREEDOM—One of a series



They Carved Up Lenin's Brain

. . . and scientists examining the size of the brain cells in 1924, declared, "How much larger they are than usual."

More important to us is the size of Lenin's dream . . . much of which has become reality within four decades.

Today that reality faces *us*. The danger is in our applying American meanings to communist words—words like "Freedom."

What does the communist concept of "Freedom" really mean?

FREEDOM OF WORKERS—"The right to work," according to the Institute of Law of the Soviet Academy of Sciences, does not mean "the right to choose the place of employment at one's own discretion . . . nor the right to shift from one enterprise to another." As an example, rural workers may shift to industry only if recruited by state agency or called for vocational training.

What does all this have to do with selling time on a radio and television station? Not a thing. Except that our industry is a function of freedom. And since freedom is never an accomplished fact but is always a process, we are using our precious privilege of communication for self-preservation.

As an extension of this trade ad series, prime time announcements are being aired to tell facts about communism to our 54-county audience.

Perhaps this effort will encourage someone to tell someone else a fact about freedom.

Prime Communicators to 1½ Million Oklahomans

WKY

RADIO AND TELEVISION

OKLAHOMA CITY

The WKY Television System, Inc.
WTVT, Tampa-St. Petersburg, Fla.
Represented by The Katz Agency

WHO'S LOOKING?

ARB to profile tv audience for all Salt Lake programs

The numbers method of buying broadcast time may be supplanted by a new technique — qualitative market rankings.

A jointly-sponsored plan to provide agencies with realistic data has been announced by the three tv stations in Salt Lake City. They will underwrite a qualitative market study described by American Research Bureau as a new concept in local audience analysis.

Titled "Local Market Comprehensive Audience Analysis," the study will be conducted next autumn by ARB for KSL-TV, KUTV (TV) and KCPX-TV. In essence, the report will give an audience profile for every program on the air, with age-sex breakdowns by 14 categories.

"This new approach to local tv market analysis fits in with the tenor of the times," said Roger N. Cooper, ARB manager of local market reports. "Government and private interests are now looking beyond bare ratings in search of more accurate and informative information about markets and audience."

In developing its approach to local market research, ARB proposes a market-ranking formula based on the number of tv homes delivered to the advertiser, Mr. Cooper said. The Salt Lake City data will be based on an autumn diary survey he described as the most extensive ever made in any market.

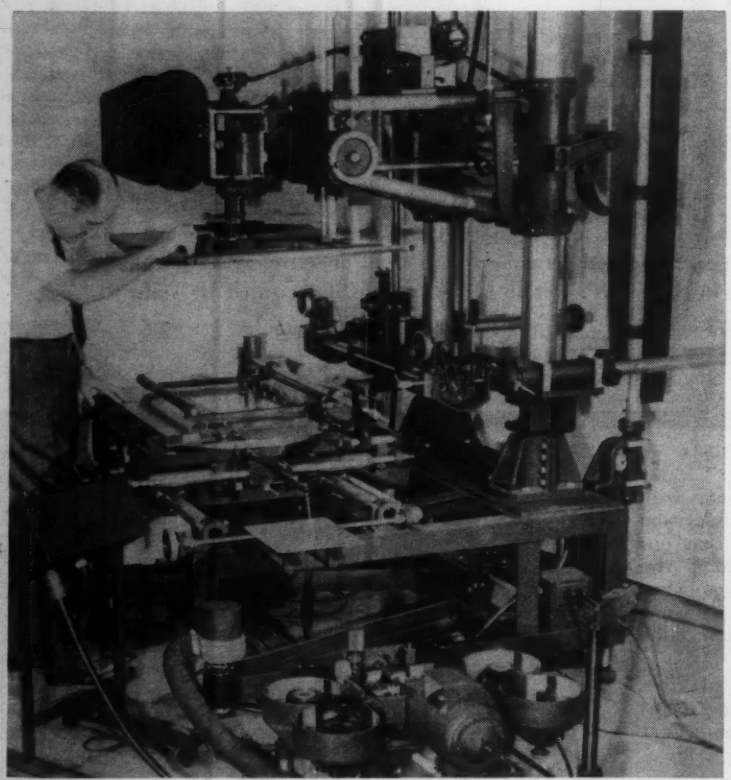
Over 1,000 specially prepared diaries will be placed in the market by ARB. The diaries will provide a record of individual listening, Mr. Cooper explained. He called the sample "the largest ever used by any local market report."

He said the project will "substantially improve research standards and exert a powerful influence in the placement of time." Citing a demand for more statistical reliability in research, he said similar surveys on a nationwide basis have been conducted by ARB for the

Short cut in combining live and animation

Bill Sturm Studios Inc., New York, is utilizing a new production technique in the creation of tv film commercials that are partly live action and partly animation. The advantage claimed by the company is: it simplifies the integration of live action with animation and therefore results in "substantial savings" in production that sometimes can reach 40%.

Harold Hackett, Sturm president, reported that the company plans to produce a presentation film shortly that will explain the process in detail and spell out the advantages to agencies and advertisers. Advertisers who already have ordered commercials using the new technique include Speidel (watch bands), Rexall Drug Stores, Delco Batteries, Blatz Beer and Fels Naptha.



Cameraman at Bill Sturm Studios operates areal image camera, used to combine live action and animation sequences in production of film commercials. Sturm claims this operational technique can result in "substantial savings" to advertisers and agencies on film commercial assignments.

Image Camera ▪ The heart of the technique is the areal image camera developed in 1939 by Paul Terry and Carl Gregory, but not utilized in tv production until the Sturm organization, decided several months ago to use it, with some refinements, to combine live action with animation in producing commercials and industrial films. The areal image camera permits the photographing of a live action and an animation celluloid (a "cel") simultaneously. The advantage of this method over conventional live action-animation production, according to Bill Sturm, vice president and director of operations, is that it reduces shooting time by half and often eliminates the need for insertion of opticals and for matting.

Attachments to the camera include a large lens which enlarges the small-scale size of a motion picture film frame to the standard size of the animation cel, usually eight by ten inches. The enlarged motion picture film frame is called the areal image. The animation cel then is placed on the top plane of the large lens and both the areal image and the cel are photographed in the usual manner, changing the frame in the projector as well as the cel on top.

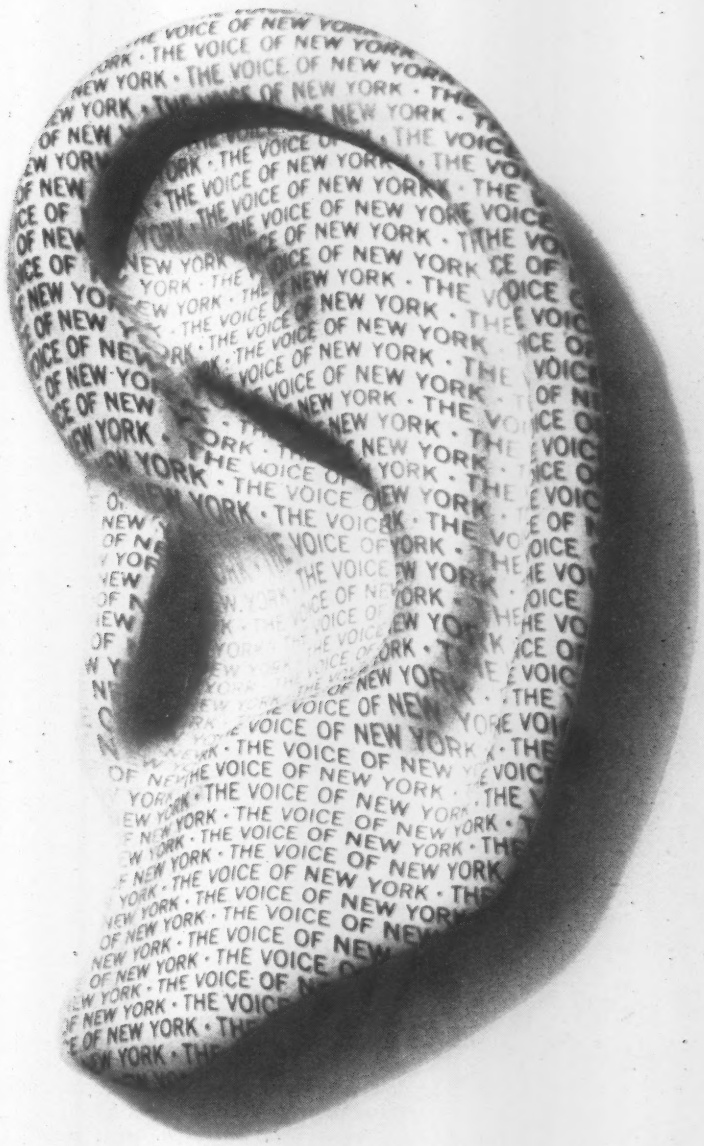
The camera and animation stand are manufactured by Animation Equipment Co. and cost about $22,000. Mr. Sturm believes there are only five other areal image cameras in use throughout the world and only one is in operation at a New York tv film commercial organization—at Bill Sturm Studios.

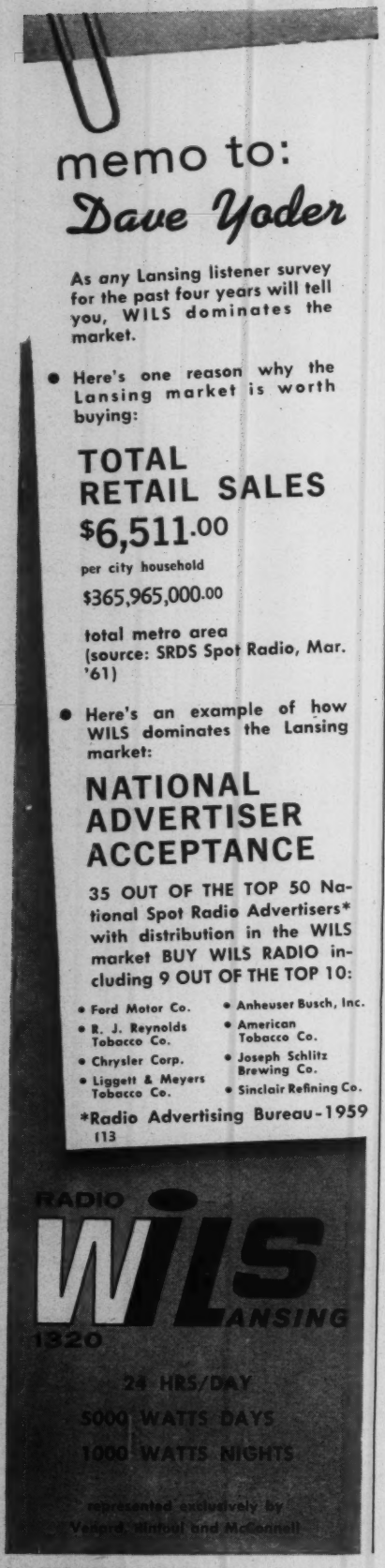
wmca 570 kc

The ears have it!
The best in entertainment, news and public affairs reaches 2½ million ears every day on wmca where 86% of the listeners are adults.*

*Pulse Cume March '61 and Aud. Comp. Feb. '61

wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group




memo to:
Dave Yoder
As any Lansing listener survey for the past four years will tell you, WILS dominates the market.
• Here's one reason why the Lansing market is worth buying:
TOTAL RETAIL SALES
$6,511.00
per city household
$365,965,000.00
total metro area
(source: SRDS Spot Radio, Mar. '61)
• Here's an example of how WILS dominates the Lansing market:
NATIONAL ADVERTISER ACCEPTANCE
35 OUT OF THE TOP 50 National Spot Radio Advertisers* with distribution in the WILS market BUY WILS RADIO including 9 OUT OF THE TOP 10:
• Ford Motor Co.
• R. J. Reynolds Tobacco Co.
• Chrysler Corp.
• Liggett & Meyers Tobacco Co.
• Anheuser Busch, Inc.
• American Tobacco Co.
• Joseph Schlitz Brewing Co.
• Sinclair Refining Co.
*Radio Advertising Bureau-1959
113
RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by
Venard, Rintoul and McConnell

major networks.

The Salt Lake City report will divide adults into four age categories—18-29, 30-39, 40-49 and over 49, by sex. It will give the age and education of the head of the household and the housewife, along with the income for the viewing homes. The number of sets turned on will be shown.

Mr. Cooper said tv stations thus can do a better job of matching advertisers with programs. "Many advertisers believe they can reach the largest audience of young housewives during the day," he said, "but in many cases the peak might be found in a late movie, for example.

"By providing more qualitative information on specific program audiences, the Salt Lake City stations will provide buyers with several more criteria for use in comparing time purchases.

"We believe this will take some of the emphasis from cost-per-thousand buying or pure numbers criteria."

As to market ranking, Mr. Cooper said the Salt Lake City audience cannot be measured by the usual population criteria. But if the city's tv stations are rated by the number of tv homes reached, he added, the market's rank will rise sharply because of the mountain-top antennas, community antenna systems and microwave relays that take the signals up into Montana and around a vast area. He predicted the data will show Salt Lake City's tv market is larger than its newspaper market.

WSAAA group parries plan for ad taxes

Prompt action by Western States Advertising Agencies Assn. has nullified an attempt by the California State Board of Equalization to extend the state's 4% retail sales tax not only to art work and other "tangible property" purchased or produced by an advertising agency for its clients, but to research, copy and all other agency services rendered in connection with that "tangible property."

Rallied by the WSAAA letter opposing the proposed amendment to the California Administrative Code (BROADCASTING, June 5), a committee of advertising agency executives, headed by James Dean of Boylhart, Lovett & Dean, attended the Board of Equalization hearing in Sacramento June 7. Supplementing the written brief of Harry Lindersmith, WSAAA legal counsel, the group argued that retailers sell things to their clients, but advertising agencies are agents of the clients and their services include buying such things as art work for them.

The upshot was that the whole subject of taxes on advertising was referred to a committee of advertising men who will study the problem and discuss it further with the state officials. The new committee being formed will add agency men from San Francisco and other cities to the original Southern California group and also will include representatives of advertising media.

Quick sell out

The International Harvester Co., through the Art Knorr Agency, Syracuse, N. Y., planned a modest tv campaign to introduce its $650 Cub-Cadet lawn and garden tractor to up-state New York viewers. WKTV (TV) Utica, N. Y., the only medium used for the campaign, did an effective selling job. After three weeks dealers were sold out. The station even had to give up for sale to demanding customers two tractors being used as commercial props.

Former ADA head criticizes Crest ads

Dr. LeRoy M. S. Minter, a former president (1936-1947) of the American Dental Assn., last week sharply criticized the organization, charging that it "has become a party to the commercial sales campaign" on the effectiveness of Crest toothpaste.

In his statement Dr. Minter said there is evidence that "the public has been misled into thinking of the dentrifice as a panacea that makes proper and regular brushing of the teeth and regular visits to the dentist less necessary." He scored ADA for its "testimonial" in behalf of Crest for " 'unteaching' good dental habits faster than we can teach them." Also subject to Dr. Minter's attack was Procter & Gamble, maker of Crest.

The toothpaste got a major boost last August when the official ADA journal "recognized" its effectiveness in limiting tooth cavities, based on experiments at the U. of Indiana and in a Minneapolis suburb. Procter & Gamble then launched a major advertising campaign, quoting the ADA report.

Dr. Minter said he believes Crest "as a cleaning agent is just as good as any of the other toothpastes but not any better." The recognition of Crest by ADA has stirred internal debate in the dental profession but Dr. Minter's attack has hit harder than any public criticism thus far.

Chief target of the Minter attack were television commercials, which, he said, implied Crest had been tested "on a cross section of the population" and against other toothpastes. Dr. Minter questioned both implications.

Procter & Gamble countered, allud-

CREATING A NEW IMAGE IN TAPE

The standout image in great picture-making is Metro-Goldwyn-Mayer's Leo the Lion . . . first in motion pictures, television and now *video tape*. All the attractions represented by the vast physical and creative resources of MGM have now been added to the industry's leading video tape organization, Telestudios.

More than ever, you can count on the finest production on tape—with MGM-TELE-STUDIOS. Be sure your next commercial is a roaring success—call George Gould and his staff of tape experts.

MGM TELESTUDIOS INC.

1481 Broadway · New York 36 · LOngacre 3-1122

Your Message Is
ALWAYS
ON TARGET
WSIX TV 8
with
NASHVILLE'S
WSIX
TV 8
*BOTH NIELSEN and ARB
REPORT WSIX-TV 8 . . .
STILL NO. 1 IN PRIME TIME
New Nielsen shows WSIX-TV still No. 1 . . . 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)
Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)
WSIX TV 8
NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

ing that Crest advertising "says very clearly what ADA wants said about Crest. Each ad is reviewed by the dental association and carries the ADA statement: Crest has been shown to be an effective decay preventative that can be of significant value when used in a consistently applied program of oral hygiene and regular professional care."

The P&G spokesman said ADA recognition came after 10 years of clinical studies conducted by the company under dental-association standards.

Dr. Minter said his criticisms were voiced as a private citizen "without any subsidy" or support from any interested group. He plans to try to persuade the ADA's annual October convention to withdraw its recognition of Crest. A similar move last year was rejected, 279 to 94.

Business briefly...

Procter & Gamble and **Quaker Oats Co.** will co-sponsor *Comedy Spotlight,* (Tue., 9-9:30 p.m. EDT), CBS-TV summer series which debuts July 25. Agencies: Leo Burnett, N. Y. for P&G, and J. Walter Thompson, that city, for Quaker Oats.

Quaker Oats Co., through J. Walter Thompson, has bought alternate sponsorship of CBS-TV's new fall entry, *Ichabod and Me* (Tue., 9-9:30 p.m. NYT). The situation comedy, produced by Revue Studios, stars Robert Sterling as a newspaper owner in a small town. Half sponsorship is available.

Apsco Products, Beverly Hills, Calif., has announced a four-week, $50,000 spot television campaign for its new line of Walt Disney character pencil sharpeners. The campaign, to be held in 20 major markets, will begin about two weeks before school starts in the individual areas. Nides & Cini Adv., Los Angeles, which is placing the account, says that an additional 75 television stations will be using the pencil sharpeners as prizes on various childrens' shows.

Lever Brothers Co., New York, has scheduled extensive spot tv campaigns in three test markets for Hum, a new low-sudsing laundry powder detergent. A considerable amount, but undisclosed number, of 10- and 20-second spots will be shown in Jacksonville, Fla., and Harrisburg and Lebanon, Pa. Agency: Ogilvy, Benson and Mather Inc., New York.

Agency appointments...

▪ National Car Rental System Inc., St. Louis, switches national advertising account from Gardner Adv., St. Louis, to J. Walter Thompson Co., Chicago.

▪ Prospect Enterprises Inc., Stamford, N. Y., appoints de Garmo Inc., N. Y., to handle advertising and promotion of its new Instant White Sauce. Introductory campaign includes newspaper, radio and tv in central and eastern New York state.

▪ NSU Cycle Products of U.S.A. (distributor of European-made motorcycles, motorbikes, motorscooters and Printz automobiles), Boston, appoints Allenger Adv., that city, to handle its advertising and public relations.

▪ Nutritional Food Industries, Wallinford, N. J., appoints Kameny Assoc., N. Y., as agency for its Mocha Mix and other products. Radio and tv spots will be used initially on stations in New York, Pennsylvania and New Jersey. Mocha Mix is a low-calorie substitute for milk or cream and is used for coffee, cereals and desserts.

To the point

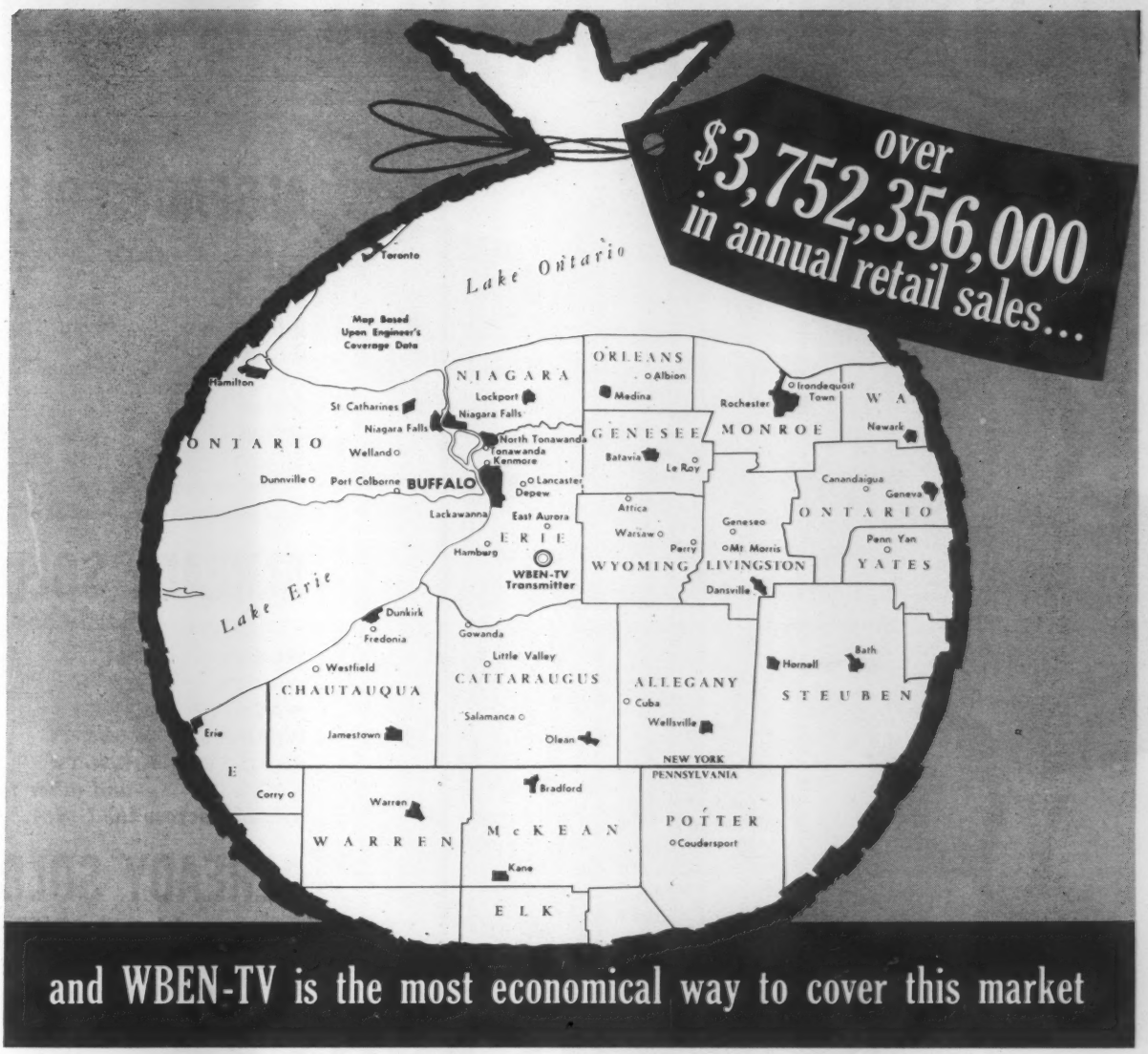
Brevity and repetition keynote the combined new hard sell broadcasting-print campaign for the Nissen Baking Corp., Lynn, Mass. Not only has it proved to be effective thus far, it also has been most economical.

Reason: both tv and print copy reads the same without varying a word and the models (man, woman, boy and girl) speak only two words, "It's nicer!" So close was the coordination between Nissen and its agency, John C. Dowd, Boston, that the entire commercial was filmed and recorded in one day.

The commercial consists of repeated exposures of four 10-second television ID's and four 2-column newspaper ads (reproductions of the tv story boards). The Dowd account group includes Joseph E. Manion Jr., account executive; Joseph L. Tully, radio-tv director; Edward A. Muir, copy chief; Leo Waldmann, art director.

Radio-tv market data

A compilation that will portray radio-tv markets in the U. S. begins in July. S. J. Tesauro & Co., Detroit, is processing raw U. S. Census Bureau data to show living standards, financial status and social traits of the nation's radio and tv homes (BROADCASTING, May 29, Jan. 2). The firm in arrangement with NAB, Television Bureau of Advertising and Radio Advertising Bureau, plans to sell the complete set of 50 state volumes for half the general rate. The base rate is $2 a county for an entire state.



and WBEN-TV is the most economical way to cover this market

The strong, clear and penetrating signal of WBEN-TV reaches the 2½-million people in Western New York with an impact that jars their pocketbooks and rings cash registers.

It's the most powerful selling medium in sight and sound generated by an audience loyalty that has been built through quality programming and dedicated public-service telecasting since 1948.

The 2½-million figure *does not* include the BONUS AUDIENCE in the Canadian Niagara Peninsula where Ch. 4 has better than a one-third share of the 800,000 TV-homes audience.

No other medium can cover as much selling territory for your product as quickly, as completely, and as economically in this rich, vital market — second largest in the nation's richest state.

Keep in mind, too, that your TV dollars count for more on Channel 4 — Buffalo.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

DELIVERING A 1-

ALREADY SOLD!

Markets Like—

Atlanta
Baton Rouge
Birmingham
Boston
Canada (entire network)
Denver
Detroit
Eugene
—and in dozens of other markets throughout the alphabet!

ALREADY SOLD!

Stations Like—

WRC-TV	**WWL-TV**
WKY-TV	**KLZ-TV**
WAGA-TV	**WTVT-TV**
WNEP-TV	**WNAC-TV**
KPHO-TV	**KHVH-TV**
KRCA-TV	***—and other top stations across the U.S.A.!***

ALREADY SOLD!

Advertisers Like—

Procter & Gamble
Miles Laboratories
Humpty Dumpty Super Markets
—and many others from coast to coast!

PETER GRAVES

starring in

WHIPLASH

Rugged, 6'3", Midwest-born Peter Graves (star of FURY, now in its 6th year on NBC), as the American who blazed Australia's first stagecoach trails. Filmed on location.

-2 SALES PUNCH

For the first time on television . . . a revolutionary electronic process, "Super Marionation." An imaginative Space Age saga proving ideal for weekend, late afternoon or early evening time periods.

SOLD

in America's biggest —most competitive market

NEW YORK CITY

and in other key markets from coast to coast

MIKE MERCURY *in* SUPERCAR

Leading the world in television program sales

INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • **New York** 22, N.Y. • PLaza 5-2100
17 Gt. Cumberland Place • **London** W1 • Ambassador 8040
100 University Avenue • **Toronto** 1, Ontario • EMpire 2-1166

Mexico City • Paris • Rome • Rio de Janeiro • Sydney • and offices in other principal cities

P&G a whole lap ahead in tv derby

ITS $101 MILLION IS TOPS; TOTAL NETWORK, SPOT: $1.299 BILLION

Network and spot tv advertisers in 1960 compiled gross-time billings of $1,299,072,069. Television Bureau of Advertising, in a new booklet titled "How's Business?" being released today (June 19), reports the estimated tv expenditures by product classification as well as by the billings of the top 100 tv advertisers.

Procter & Gamble outdistanced all other tv advertisers in 1960, spending more than twice as much as the next-highest advertiser. P&G's network billing alone was more than runner-up Lever Bros.'s total tv spending. P&G's total of $101,491,119 in tv marked the first time in history, TvB said, that an advertiser has invested "this much confidence in a single medium in a single year." P&G and Lever were followed in the spending derby by American Home Products, General Foods and Colgate-Palmolive, each with tv totals exceeding $25 million.

The 1960 figures are national spot and network only. Network billings are compiled by Leading National Advertisers-Broadcast Advertisers Reports and spot billings by N. C. Rorabaugh Co.

The combined product category listing of network and spot tv showed five categories increases of more than 35% in 1960 over 1959. They were: amusements and entertainment, up 92.4%; hotels, resorts and restaurants, up 70%; household furnishings, up 35.8%; publications, up 610.3%, and stationery & office equipment, up 38.2%. TvB said 22 categories showed increases in '60.

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS

NETWORK & SPOT—JANUARY-DECEMBER 1960

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Agriculture	$1,742,000	$1,707,914	$3,449,914	— 3.5
Feeds, Meals	738,000	—	738,000	
Miscellaneous	1,004,000	1,707,914	2,711,914	
Ale, Beer & Wine	48,778,000	8,147,196	56,925,196	+ 4.3
Beer & Ale	43,807,000	7,208,307	51,015,307	
Wine	4,971,000	938,889	5,909,889	
Amusem'ts, Entertainm't	1,765,000	858,607	2,623,607	+92.4
Automotive	22,276,000	54,707,295	76,983,295	+18.4
Anti-Freeze	123,000	2,669,346	2,792,346	
Batteries	155,000	1,094,877	1,249,877	
Cars	16,812,000	41,282,038	58,094,038	
Tires & Tubes	1,614,000	3,462,202	5,076,202	
Trucks & Trailers	170,000	2,319,254	2,489,254	
Misc. Access. & Supp.	3,402,000	2,884,581	6,286,581	
Automotive Institutional	—	994,997	994,997	
Building Material, Equip., Fixtures, Paints	2,413,000	12,706,757	15,119,757	—20.8
Fixtures, Plumbing, Supp.	539,000	22,634	561,634	
Materials	576,000	7,887,769	8,463,769	
Paints	846,000	445,366	1,291,366	
Power Tools	102,000	—	102,000	
Miscellaneous	350,000	299,764	649,764	
Indust. Materials Inst.	—	4,051,224	4,051,224	
Chemicals Institutional	—	445,592	445,592	—52.0
Clothing, Furnish., Acces.	13,414,000	6,925,646	20,339,646	—11.2
Clothing	8,938,000	3,492,655	12,430,655	
Footwear	3,009,000	438,160	3,447,160	
Hosiery	1,223,000	768,034	1,991,034	
Miscellaneous	244,000	2,226,797	2,470,797	
Confections & Soft Drinks	33,848,000	19,033,971	52,881,971	+16.0
Confections	19,099,000	13,752,190	32,851,190	
Soft Drinks	14,749,000	5,281,781	20,030,781	
Consumer Services	18,579,000	25,574,437	44,153,437	+23.7
Dry Clean'g & Laundries	64,000	—	64,000	
Financial	2,891,000	347,833	3,238,833	
Insurance	3,362,000	12,381,622	15,743,622	
Medical & Dental	277,000	232,236	509,236	
Moving, Hauling, Storage	420,000	403,740	823,740	
Public Utilities	8,952,000	3,382,727	12,334,727	
Relig., Political, Unions	1,873,000	2,892,802	4,765,802	
Schools & Colleges	324,000	—	324,000	
Miscellaneous Services	416,000	5,933,477	6,349,477	

TOP 100 TV ADVERTISERS—1960

	SPOT TV	NETWORK TV	TOTAL TV
1. Procter & Gamble	$55,084,440	$46,406,679	$101,491,119
2. Lever Brothers	16,535,560	28,613,140	45,148,700
3. American Home Prod.	9,412,110	33,376,057	42,788,167
4. General Foods	18,540,740	18,623,648	37,164,388
5. Colgate-Palmolive	11,419,230	22,511,280	33,930,510
6. General Motors	1,646,820	22,985,033	24,631,853
7. Bristol-Myers	10,169,560	10,747,288	20,916,848
8. Brown & Williamson	7,786,200	12,533,149	20,319,349
9. R. J. Reynolds	4,173,570	15,891,416	20,064,986
10. Sterling Drug	2,185,890	15,358,919	17,544,809
11. General Mills	2,569,810	14,651,707	17,221,517
12. Miles Laboratories	8,132,990	8,839,446	16,972,436
13. P. Lorillard & Co.	8,431,630	7,755,281	16,186,911
14. Gillette Co.	4,031,050	12,075,302	16,106,352
15. American Tobacco	6,056,610	9,701,965	15,758,575
16. Kellogg Co.	5,795,390	9,900,196	15,695,586
17. Philip Morris	4,149,560	11,245,448	15,395,008
18. Texaco	514,010	12,161,822	12,675,832
19. Liggett & Myers Tob.	1,542,980	10,991,624	12,534,604
20. Warner-Lambert	6,302,760	5,464,060	11,766,820
21. National Biscuit	1,321,330	10,347,922	11,669,252
22. Ford Motor	28,520	11,159,933	11,188,453
23. S. C. Johnson & Son	2,813,160	8,103,747	10,916,907
24. Standard Brands	7,477,080	2,887,140	10,364,220
25. Alberto-Culver	1,242,160	8,822,038	10,064,198
26. Lestoil Products	9,961,120	—	9,961,120
27. National Dairy Prod.	1,212,650	8,529,811	9,742,461
28. Westinghouse Electric	208,270	8,825,165	9,033,435
29. Chrysler Corp.	318,060	8,638,201	8,956,261
30. Pillsbury Co.	3,847,110	4,927,310	8,774,420
31. William Wrigley Jr. Co.	7,810,220	616,248	8,426,468
32. Carter Products	1,938,580	6,174,175	8,112,755
33. E. I. Du pont De Nemours	399,730	7,558,622	7,958,352
34. J. B. Williams Co.	173,840	7,629,626	7,803,466
35. General Electric	1,966,070	5,745,718	7,711,788
36. Nestle Co.	5,679,460	1,611,156	7,290,616
37. Corn Products	3,737,550	3,342,356	7,079,906
38. American Chicle	2,448,910	4,612,913	7,061,823
39. Ralston-Purina	675,540	6,067,040	6,742,580
40. Revlon	2,359,060	4,219,880	6,578,940
41. Campbell Soup	1,263,440	5,304,700	6,568,140
42. Hunt Foods & Industries Inc.	6,530,630	—	6,530,630
43. Continental Baking	5,879,280	593,837	6,473,117
44. Beech-Nut Life Savers	1,220,360	4,819,117	6,039,477
45. Bayuk Cigars	—	5,705,471	5,705,471
46. International Latex	5,591,010	—	5,591,010
47. Eastman Kodak	309,690	5,271,794	5,581,484
48. Block Drug	299,500	5,242,390	5,541,890
49. Scott Paper	1,503,190	4,020,948	5,524,138
50. Quaker Oats	2,362,270	3,022,574	5,384,844

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Cosmetics & Toiletries	56,623,000	84,636,158	141,259,158	+ 7.8
Cosmetics	11,153,000	3,914,189	15,067,189	
Deodorants	6,910,000	6,872,496	13,782,496	
Depilatories	158,000	151,536	309,536	
Hair Tonics & Shampoos	8,875,000	23,952,879	32,827,879	
Hand & Face Creams, Lotions	4,240,000	5,695,654	9,935,654	
Home Perms. & Coloring	5,369,000	9,590,618	14,959,618	
Perfumes, Toilet Waters, etc.	1,841,000	680,359	2,521,359	
Razors, Blades	2,459,000	8,337,077	10,796,077	
Shaving Creams, Lotions, etc.	1,943,000	7,006,071	8,949,071	
Toilet Soaps	8,636,000	14,614,716	23,250,716	
Miscellaneous	5,039,000	3,820,563	8,859,563	
Dental Products	11,438,000	27,404,537	38,842,537	+ 1.5
Dentrifices	9,803,000	20,011,266	29,814,266	
Mouthwashes	1,285,000	3,779,662	5,064,662	
Miscellaneous	350,000	3,613,609	3,963,609	
Drug Products	46,693,000	79,163,724	125,856,724	+ 1.9
Cold Remedies	13,789,000	16,738,483	30,527,483	
Headache Remedies	9,879,000	24,693,571	34,572,571	
Indigestion Remedies	9,068,000	7,039,986	16,107,986	
Laxatives	3,813,000	8,412,513	12,225,513	
Vitamins	3,719,000	8,426,924	12,145,924	
Weight Aids	719,000	194,661	913,661	
Misc. Drug Products	4,603,000	13,657,586	18,260,586	
Drug Stores	1,103,000	—	1,103,000	
Food & Grocery Products	165,188,000	111,890,469	277,078,469	+ 0.7
Baked Goods	21,674,000	10,090,697	31,764,697	
Cereals	11,928,000	29,703,164	41,631,164	
Coffee, Tea & Food Dr'ks	43,273,000	14,929,219	58,202,219	
Condiments, Sauces, Appetizers	8,724,000	4,213,103	12,937,103	
Dairy Products	6,896,000	11,640,913	18,536,913	
Desserts	1,342,000	3,049,346	4,391,346	
Dry Foods (Flour, Mixes, Rice, etc.)	17,791,000	12,770,164	30,561,164	
Fruits & Vegs., Juices	9,758,000	7,027,558	16,785,558	
Macaroni, Noodles, Chili, etc.	2,582,000	1,379,079	3,961,079	
Margarine, Shortenings	11,025,000	3,789,941	14,814,941	
Meat, Poultry & Fish	7,130,000	1,167,889	8,297,889	
Soups	1,243,000	4,883,998	6,126,998	
Miscellaneous Foods	10,465,000	6,848,895	17,313,895	
Misc. Frozen Foods	2,537,000	396,503	2,933,503	
Food Stores	8,820,000	—	8,820,000	
Garden Supp. &Equip.	1,092,000	149,669	1,241,669	+12.2
Gasoline & Lubricants	24,338,000	15,699,237	40,037,237	+21.9
Gasoline & Oil	23,307,000	8,266,079	31,573,079	
Oil Additives	946,000	500,406	1,446,406	
Miscellaneous	85,000	6,932,752	7,017,752	
Hotels, Resorts, Rest'ts	867,000	164,611	1,031,611	+70.0
Household Cleaners, Cleansers, Polishes, Waxes	30,574,000	30,631,881	61,205,881	—11.7
Cleaners, Cleansers	22,743,000	14,108,067	36,851,067	
Floor & Furniture Polishes, Waxes	6,622,000	10,273,136	16,895,136	
Glass Cleaners	11,000	2,318,591	2,329,591	
Home Dry Cleaners	52,000	49,128	101,128	
Shoe Polish	954,000	1,779,328	2,733,328	
Miscellaneous Cleaners	192,000	2,103,631	2,295,631	
Household Equipment—Appliances	6,755,000	16,053,607	22,808,607	+13.3
Household Furnishings	2,749,000	7,610,802	10,359,802	+35.8
Beds, Mattresses, Springs	1,571,000	194,803	1,765,803	
Furniture & Other Furnishings	1,178,000	7,415,999	8,593,999	
Household Laundry Prods.	44,908,000	41,424,100	86,332,100	+ 8.7
Bleaches, Starches	8,716,000	3,025,808	11,741,808	
Pkgd. Soaps, Detergents	33,685,000	37,181,990	70,866,990	
Miscellaneous	2,507,000	1,216,302	3,723,302	
Household Paper Products	6,163,000	11,549,153	17,712,153	+ 5.3
Cleansing Tissues	1,571,000	1,088,709	2,659,709	
Food Wraps	436,000	4,550,879	4,986,879	
Napkins	54,000	1,354,697	1,408,697	
Toilet Tissue	2,277,000	2,899,942	5,176,942	
Miscellaneous	1,825,000	1,654,926	3,479,926	
Household General	6,824,000	9,050,867	15,874,867	+20.8
Brooms, Brushes, Mops, etc.	850,000	596,447	1,446,447	
China, Glassware, Crockery, Containers	1,293,000	106,840	1,399,840	
Disinfectants, Deodorizers	1,359,000	3,993,485	5,352,485	
Fuels (heating, etc.)	303,000	342,065	645,065	
Insecticides, Rodenticides	1,547,000	2,134,943	3,681,943	
Kitchen Utensils	98,000	29,564	127,564	
Miscellaneous	1,374,000	1,847,523	3,221,523	
Notions	91,000	285,141	376,141	—44.8
Pet Products	8,196,000	8,063,565	16,259,565	+13.0
Publications	2,770,000	2,242,022	5,012,022	+610.3
Sporting Goods, Bicycles, Toys	5,559,000	3,200,980	8,759,980	+10.1
Bicycles & Supplies	31,000	174,000	205,000	
Toys & Games	5,203,000	2,060,404	7,263,404	

Continued on next page

All dollar figures are gross time costs only; no production costs are included. Sources are LNA-BAR and N. C. Rorabaugh.

	SPOT TV	NETWORK TV	TOTAL TV
51. Ford Motor Dealers	5,275,570	—	5,275,570
52. Carnation	2,056,260	3,009,147	5,065,407
53. Armour	959,990	3,988,370	4,948,360
54. Johnson & Johnson	607,230	4,297,630	4,904,860
55. Simoniz	2,472,200	2,331,275	4,803,475
56. Coca-Cola Bottlers	4,187,470	561,080	4,748,550
57. Richardson Merrell	2,213,520	2,374,527	4,588,047
58. Jos. E. Schlitz Brewing	1,884,170	2,625,530	4,509,700
59. Kaiser Industries	—	4,448,040	4,448,040
60. J. A. Folger	4,387,220	—	4,387,220
61. Anheuser-Busch	3,715,300	646,573	4,361,873
62. General Motors Dealers	4,350,470	—	4,350,470
63. Helene Curtis	903,420	3,350,042	4,253,462
64. Armstrong Cork	—	4,181,034	4,181,034
65. Minute Maid	3,623,440	443,309	4,066,749
66. Avon Products	4,000,240	—	4,000,240
67. Standard Oil Co. (N. J.)	3,175,400	786,155	3,961,555
68. Radio Corp. of America	135,050	3,735,367	3,870,417
69. Prudential Ins. Co.	26,270	3,766,861	3,793,131
70. Sears, Roebuck	961,070	2,827,765	3,788,835
71. Mennen	2,069,180	1,621,120	3,690,300
72. Alcoa	158,750	3,492,926	3,651,676
73. Food Mfgrs. Inc.	3,651,080	—	3,651,080
74. Falstaff Brewing	2,403,400	1,236,529	3,639,929
75. Kimberly-Clark	89,280	3,524,286	3,613,566
76. Canadian Breweries	3,033,050	570,799	3,603,849
77. Drackett	20,940	3,577,524	3,598,464
78. Consolidated Cigar	2,304,900	1,290,070	3,594,770
79. U.S. Steel	—	3,298,618	3,298,618
80. Swift & Co.	1,928,990	1,366,220	3,295,210
81. Beecham Products	459,480	2,796,388	3,255,868
82. Chesebrough-Ponds	1,446,150	1,786,149	3,232,299
83. Pepsi Cola Bottlers	3,119,040	—	3,119,040
84. Mutual Benefit H. & A. Ass'n	34,400	3,036,436	3,070,836
85. H. J. Heinz	68,960	2,940,051	3,009,011
86. Pabst Brewing	2,697,950	276,799	2,974,749
87. Norwich Pharmacal	2,619,030	298,788	2,917,818
88. Reynolds Metals	89,480	2,818,160	2,907,640
89. Shell Oil	2,630,660	274,028	2,904,688
90. Andrew Jergens	2,402,070	397,224	2,799,294
91. Sperry Rand	—	2,783,184	2,783,184
92. Theo. Hamm Brewing	2,360,690	412,908	2,773,598
93. Polaroid Corp.	—	2,755,186	2,755,186
94. United Merchants Mfrs. Inc.	2,745,640	—	2,745,640
95. Atlantis Sales Corp.	2,185,120	500,447	2,685,567
96. Hills Bros. Coffee	1,706,010	979,556	2,685,566
97. Plough	1.516,010	1,124,788	2,640,798
98. Sweets Co. of America	144,390	2,484,559	2,628,949
99. Pet Milk Co.	73,360	2,529,401	2,602,761
100. Noxzema Chemical	576,460	1,906,269	2,482,729

	SPOT TV	NETWORK TV	TOTAL TV	% CHANGE OVER 1959
Miscellaneous	325,000	966,576	1,291,576	
Stationery, Office Equipment	451,000	1,590,248	2,041,248	+38.2
Television, Radio, Phonograph,		5,331,992	6,318,922	— 9.7
Musical Instruments	987,000			
Radio & Television Sets	198,000	3,463,478	3,661,478	
Records	705,000	211,481	916,481	
Miscellaneous	84,000	1,656,963	1,740,963	
Tobacco Prods. & Supplies	35,686,000	76,912,694	112,598,694	+ 5.6
Cigarettes	31,525,000	67,122,271	98,647,271	
Cigars, Pipe Tobacco	3,643,000	9,790,423	13,433,423	
Miscellaneous	518,000	—	518,000	
Transportation & Travel	4,151,000	645,368	4,796,368	— 4.8
Air	3,046,000	—	3,046,000	
Bus	361,000	613,536	974,536	
Rail	651,000	—	651,000	
Miscellaneous	93,000	31,832	124,832	
Watches, Jewelry, Cameras	4,426,000	16,546,762	20,972,762	— 1.6
Cameras, Acces., Supplies	734,000	9,260,604	9,994,604	
Clocks & Watches	524,000	4,297,420	4,821,420	
Jewelry	99,000	146,170	245,170	
Pens & Pencils	2,861,000	1,956,263	4,817,263	
Miscellaneous	208,000	886,305	1,094,305	
Miscellaneous	7,357,000	2,016,137	9,373,137	— 5.9
Trading Stamps	3,178,000	200,275	3,378,275	
Miscellaneous Products	940,000	1,779,070	2,719,070	
Miscellaneous Stores	3,239,000	36,792	3,275,792	
Total	$616,701,000	$682,371,09	$1,299,072,069	

TvB figures on candy, beer and wax

TV EXPENDITURES FOR ALL THREE SHOW GAINS, WHILE PRINT DROPS

Documentation of tv advertising gains scored by brewers, confectioners and wax-polish firms has been released by Television Bureau of Advertising.

TvB, also reported results of a survey made of National Retail Furniture Assn. members. The bureau in recent weeks has been compiling 1960 media expenditures (particularly the tv gross time billing) of leading advertisers—[BROADCASTING, June 12].

Jos. Schlitz Co's $4,509,700 in tv topped the nine other leading brewers last year, and the combined group increased its tv 4.2% over 1959. TvB said the brewing industry's gross spot and network time billing rose from $48,966,026 in 1959 to $51,015,307 in 1960. The top 10 advertisers in the category accounted for tv spending of $26,887,947 in 1960 compared with $23,084,191 in 1959.

The network tv gross time expenditures of all breweries were $7,208,307 compared with $6,021,026 the previous year, according to TvB/LNA-BAR. Spot tv billings in 1960 totaled $43,-807,000 against $42,945,000 in 1959. TvB notes that in 1960 five of the top 10 brewers spent more than 50% of their four-media ad budgets in tv. The 10 leaders had gross time or space expenditures of $54,706,020 in 1960, against $49,719,270 in 1959. Of this total, tv accounted for 49.2% in 1960 against 46.4% in 1959.

Sweet on Tv ▪ Last year, TvB noted, eight of 10 national advertising dollars (79.6%) spent by all confectionery companies in the major measured media went into tv compared with 67.1% of the total in 1959. Total tv gross time billings in 1960 for candy and chewing gum were $29,265,803, an increase of 34% over 1959's $21,920,800. Spot tv billings in 1960 were $16,557,500, while network gross time billings were $12,-708,303.

A total of 12 advertisers who spent more than $500,000 each in the four media (tv, magazines, newspapers, outdoor) in 1960 accounted for $32.7 million of the $36.8 million total for all companies for gross time or space. In 1960, the 12 leading national confectionery advertisers spent 82.2% of their national advertising in tv, compared with 68.6% the year before. Consumers spent more than $2.5 billion on candy and gum in 1960.

Breweries television expenditures 1960

Company	Network	Spot	Total tv
Schlitz	$2,625,530	$1,884,170	$4,509,700
Anheuser-Busch	646,573	3,715,300	4,361,873
Falstaff	1,236,529	2,403,400	3,639,929
Canadian Breweries	570,799	3,033,050	3,603,849
Pabst	276,799	2,697,950	2,974,749
Theo. Hamm	412,908	2,360,690	2,773,598
Miller	408,940	1,350,100	1,759,040
P. Ballantine	111,732	1,350,480	1,462,212
F. & M. Shaefer	....	1,279,320	1,279,320
Liebmann	6,667	517,050	523,717

Shining on Tv ▪ Polish and wax gross tv time billings soared from $10,827,315 in 1959 to $16,895,139 in 1960, an increase of 56%, TvB reported. The top 10 advertisers in the field, who account for nearly all of the advertising, upped their tv gross from $10,706,066 in 1959 to $16,638,283 in 1960. Tv's share of the top 10 billings rose from 62.9% to 85.6%.

Wax advertisers (including floor, furniture and automotive polishes and waxes) spent $10,268,900 of their total tv gross time billings for network tv, while spot billings were $6,620,500. Highlights of the year 1960 in the wax field included the introduction of several new brands which heightened greater competition, the re-entry of Simoniz Co. and the entry of du Pont and E. L.

Top ten brewers advertising expenditures in major media[1] (Ranked by 1960 sales—gross time or space)

	1960 Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% Tv	1959 Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% Tv
Anheuser-Busch	4.361.873	1,905,241	984,469	4,464,876	11,716,459	37.2	3,985,147	1,252,001	1,369,593	4,456,105	11,062,846	36.0
Schlitz	4,509,700	1,930,610	534,045	3,096,042	10,070,397	44.8	3,260,557	1,991,886	295,724	1,913,614	7,461,781	43.7
Falstaff	3,639,929	107,587	263,373	1,418,583	5,429,472	67.0	3,695,939	33,444	220,759	1.523,636	5,473,778	67.5
Canadian Breweries (Carling)	3,603,849	536,623	244,722	372,787	4,757,981	75.7	2,998,077	846,879	195,467	281,070	4,321,493	69.4
Pabst	2,974,749	428,935	345,008	998,916	4,747,608	62.7	2,710,170	....	694,618	634,988	4,039,776	67.1
P. Ballantine	1,462,212	3,200	562,440	1,187,496	3,215,348	45.5	1.334,420	2,375	488,627	1,112,940	2,938,363	45.4
Theo. Hamm	2,773,598	413,873	440,207	1,855,477	5,483,115	50.6	2,422,341	261,881	101,756	1,614,353	4,400,331	55.0
F. & M. Shaefer	1,279,320	....	188,829	891,131	2,359,280	54.2	914,190	144,341	939,110	997,623	2.995.264	30.5
Liebmann	523,717	174,013	1,668,233	849.365	3,215,328	16.3	499,400	259,346	2,210,468	1,014,465	3,983,679	12.5
Miller	1,759,040	817,340	187,241	947,371	3,710,992	47.4	1,263,950	747,575	150,435	880,000	3,041,960	41.6
Total	26,887,987	6,317,422	5,418,567	16,082,044	54,706,020	49.2	23,084,191	5,539,728	6,666,557	14,428,794	49,719,270	46.4

Sources: Network tv—TvB/LNA-BAR
Spot—TvB-Rorabaugh
Magazines—PIB
Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising Inc.

[1]Radio expenditures are not included in comparisons because figures are not available.

WDAY-TV
makes the ladies PANT!

10,320 women in and around Fargo are greatly *exercised* about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered (not pushed) every day. In two weeks, 10,320 requests were received.

"Party Line" is doing a *magnificent* job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Floor & furniture polishes, waxes

	1960 Television	Magazines	Newspapers	[1]Total	% tv	1959 Television	Magazines	Newspapers	[1]Total	% tv
S. C. Johnson & Son	7,776,331	569,934	209,082	8,555,347	90.9	6,132,291	727,399	256,060	7,115,750	86.2
Simoniz	4,381,827	306,375	524,413	5,212,615	84.1	....	1,395,907	1,686,887	3,082,794	....
American Home Products	1,551,074	24,140	....	1,575,214	98.5	1,966,565	....	....	1,966,565	100.0
Continental Wax	1,106,497	....	....	1,106,497	100.0	1,496,130	....	46,031	1,542,161	97.0
E. I. duPont de Nemours	907,574	39,695	....	947,269	95.8	....	256,180	155,865	412,045	....
Beacon	....	....	875,660	875,660	....	....	....	1,315,878	1,315,878	....
Union Carbide	517,240	....	31,122	548,362	94.3	323,240	....	....	323,240	100.0
E. L. Bruce	33,550	....	232,215	265,765	12.6	....	70,460	401,705	472,165	....
Chemical Corp. of America	226,490	....	....	226,490	100.0	456,250	....	....	456,250	100.0
A. S. Harrison	137,700	....	....	137,700	100.0	331,590	....	....	331,590	100.0
Total	16,638,283	940,144	1,872,492	19,450,919		10,706,066	2,449,946	3,862,426	17,018,438	
Share	85.6%	4.8%	9.6%	100.0%		62.9%	14.4%	22.7%	100%	

[1]Advertising expenditures confectionery companies (Gross time or space only)

	1960 Total Tv	Magazines	Newspapers	Outdoor	[1]Total	% tv	1959 Total tv	Magazines	Newspapers	Outdoor	[1]Total	% tv
Wm. Wrigley Jr.	8,426,468	703,119	91,459	1,520,426	10,741,472	78.4	2,749,420	712,744	1,444,073	2,388,389	7,294,626	37.7
American Chicle	5,085,386	....	....	....	5,085,386	100	3,174,799	....	....	....	3,174,799	100
Beech-Nut Life Savers	2,860,671	497,895	3,612	....	3,362,178	85.1	3,260,808	496,835	....	....	3,757,643	86.8
Food Manufacturers	2,661,790	....	....	....	2,661,790	100	1,940,190	....	....	....	1,940,190	100
Sweets Co. of America	2,436,958	....	....	2,638	2,439,596	99.9	1,939,989	....	....	....	1,939,989	100
Nat'l. Dairy Products	778,673	334,750	1,098,231	....	2,211,654	35.2	342,129	678,225	1,332,744	....	2,353,098	14.5
Mars	1,554,100	....	....	587,310	2,141,410	72.6	1,658,764	309,540	....	45,000	2,013,304	82.4
Peter Paul	1,726,419	....	....	....	1,726,419	100	1,450,602	....	....	....	1,450,602	100
Chunky Chocolate	692,690	....	....	....	692,690	100	688,810	....	....	....	688,810	100
E. J. Brach & Son	....	368,116	202,660	....	570,776	....	....	261,175	249,310	....	510,485	....
Hollywood Brands	548,890	675	....	....	549,565	99.9	930,130	6,900	....	....	937,030	99.3
Whitman & Son	129,965	366,320	51,284	....	547,569	23.7	212,409	352,780	131,297	....	696,486	30.5
Total	26,902,010	2,270,875	1,447,246	2,110,374	32,730,505		18,348,050	2,818,199	3,157,424	2,433,389	26,757,062	
Share of total	82.2%	6.9%	4.4%	6.5%			68.6%	10.5%	11.8%	9.1%		

Sources: TV Spot—TvB-Rorabaugh Network—TvB/LNA-BAR
Magazines—Leading National Advertisers
Newspapers—Bureau of Advertising
Outdoor—Outdoor Advertising, Inc.

POLISHES & WAXES 1960—top tv users

	Network	Spot	Total
1. S. C. Johnson & Son	5,329,901	2,446,430	7,776,331
2. Simoniz	2,191,797	2,190,030	4,381,827
3. American Home Products	1,474,294	76,780	1,551,074
4. Contin. Wax	219,447	887,050	1,106,497
5 E. I. duPont	907,574	....	907,574
6. Union Carbide	....	517,240	517,240
7. Chemical Corp. of America	....	226,490	226,490
8. A. S. Harrison	....	137,700	137,700

Sources: Network—TvB/LNA-BAR
Spot—TvB/Rorabaugh

CONFECTIONS 1960—top 10 tv users

	Network	Spot	Total
1. Wm. Wrigley Jr.	$ 616,248	$7,810,220	$8,426,468
2. American Chicle	3,010,476	2,074,910	5,085,386
3. Beech Nut Life Saver	2,833,181	27,490	2,860,671
4. Food Mfrs.	....	2,661,790	2,661,790
5. Sweets Co. of America	2,417,318	19,640	2,436,958
6. Peter Paul	879,249	847,170	1,726,419
7. Mars	1,120,670	433,430	1,554,100
8. National Dairy Prod.	771,643	7,030	778,673
9. Chunky Chocolate	....	692,690	692,690
10. Hollywood Brands	512,640	31,250	548,890

Sources: Network—TvB/LNA-BAR
Spot—TvB-Rorabaugh

Bruce into tv.

NRFA Survey ▪ The number of furniture stores using tv has virtually tripled since 1955, according to a survey of National Retail Furniture Assn. members conducted by NRFA in cooperation with TvB. Survey highlights are:

The average furniture store buying tv put 21% of its ad budget into the medium; Sunday is the best day of the week to advertise on tv; more stores use spot announcement campaigns than any other type tv advertising; nighttime is the most popular time period for both spot announcement and program campaigns, and most stores find that tv brings in new customers not influenced by other advertising.

Of 620 NRFA members replying, 263 stores or 43% were tv users. TvB said 159 retailers were engaged in campaigns at the time stores were queried, and 357 stores had never used tv. Of the non-users, 231 (or 65%) were not logical tv prospects because they were located in cities which have no tv station. The most successful items advertised on tv were living room furniture, followed by rugs and carpets, bedding, chairs, bedroom furniture and appliances.

MW&S ends affiliation with California agency

Mogul, Williams & Saylor Inc., New York, will terminate a four-year agency affiliation with Beckman & Koblitz, Los Angeles, before Sept. 30. Emil Mogul, president of MW&S, said last week he will go to California at the end of June to seek a merger with or directly purchase another agency, or establish a branch office.

In 1957 MW&S selected Beckman & Koblitz as western service affiliate for Rayco Mfg. Co., a division of B. F. Goodrich, and Rootes Motors (Hillman Minx, Sunbeam Alpine and other British-made autos). An account conflict developed when Rayco recently announced plans to add brake and wheel alignments to its line of seat covers, convertible tops and other automotive equipment. Beckman & Koblitz is the agency for Nationwide Brake Service.

Mr. Mogul said the combined billings of Rayco and Rootes Motors in the western states will be $800,000 to $1 million by next year.

NBC News sold out

NBC News' entire roster of regularly scheduled programs to be shown on the network next season, representing gross billings in excess of $27 million, now is fully sponsored. The network last week reported renewal by Mutual of Omaha of *Chet Huntley Reporting* (Sun., 5:30-6 p.m. NYT).

Flint—Bay City—Saginaw moves into the top 40
(in actual TV homes delivered)

Two eastern Michigan markets—Flint and Bay City-Saginaw—were officially combined into one. That's how come the big move, and why you'll now find this heavily populated urban area listed among the largest TV markets in the country.*

It's top 40 in terms of homes delivered, too. Not just "set owners," but people actually watching television.

And they're so easy for you to reach. Because practically all the viewers in the three cities are getting their television from within the area. On stations such as WJRT, which has City-Grade service to all three. Our representatives will be happy to tell you anything else you'd like to know about the market, and, of course, anything more you'd like to know about us.

Just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

Oh, yes. That top-40 market list you have. Flint-Bay City-Saginaw belongs in the same neighborhood with Providence, Charlotte and Denver. Your move.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)

God-game programming draws varied comment

Playing the "God Game," one executive calls attempts by other agency program specialists to work out a prime-time network schedule which would satisfy the viewer, the networks, the advertiser and government critics of television.

Referring to the four hypothetical program schedules suggested by as many agencies at the request of BROADCASTING (May 29, 1961), Rollo W. Hunter, vice president and director of television and radio for Erwin Wasey, Ruthrauff & Ryan, believes that "as fascinating as the idea is, I am afraid the premise is faulty."

"They all seem rather unrealistic to me," Mr. Hunter continued. "An overnight upheaval of network programming is neither possible nor advisable when we stop to realize that we are operating in a free economy. In our panic to give Newton (Minow) his instant-upgrading of television programming with Shakespear, classical music and diplomats discoursing, it would seem that the danger exists of developing another vast wasteland with a landscape devoid of dollars."

In the four suggested network schedules it was proposed:

1. That more live programs of all types be offered, with particular attention to drama and musical themes.

2. That attention be given to offering more programs of educational and cultural interest that retain their entertainment values.

3. That more experimentation be attempted with new "types" of programs including great circuses, mystery programs with non-violent themes and variety formats to include great performers from all over the world.

"Some of the suggestions seem to hark nostalgically to the golden years of live tv," Mr. Hunter continued, "but it is questionable in my mind that we can return to the shows of a former programming climate.

Encouraging ▪ There are, he said, some "encouraging signs which would indicate that we may be getting back to what tv really is—a magical box in the living-room and not the neighborhood Bijou. Tom Moore, for example, seems to have a firm grip on the pendulum as it swings back toward a little more live production. Perhaps his motivation is largely economic, but the trend seems to be on with Steve Allen this year and six others on the ABC-TV planning board for the following season. Certainly this is a good year for immediacy in tv. We will be getting (and we need) more international tv, more programs in the "Eye Witness" concept and such fresh ideas as *American Business Briefing*, an excellent piece of selective communication right up our capitalistic alley.

"Chairman Minow's philippic, while probably both naive and ill-timed, does perhaps serve to accelerate the industry efforts which will lead to the betterment of programming in general," Mr. Hunter concluded.

A need for further study was expressed by another executive, Philip L. McHugh, vice president for television and radio, Campbell-Ewald Co. "The pros and cons of Mr. Minow, and people's reactions to him will go on a long time," said Mr. McHugh. "Based on our own extensive study of viewers (BROADCASTING, May 1, 1961), and the many discussions we have had, it seems to us that the problem is much deeper than any of us sitting down and thinking up new program schedules.

"It requires a lot more study of the audience itself and a tremendous amount of intelligent planning. It seems to me that this should not be done simply as an exercise for getting into what seems now to be a rather unfortunate and useless pro and con argument with Mr. Minow."

Common Goal ▪ Another approach was expressed by Alfred L. Hollender, executive vice president of Grey Advertising, who believes that "obviously, everyone has the same objectives, whether he be a client, government official, educator, agency executive or trade paper journalist. We all want splendid associations that come from good programs. But in the final analysis the public still has to watch them, to perpetuate broadcasting as a healthy prosperous service. After all, it was the public, not the networks or sponsors, whose lack of support called the end to *Playhouse 90, Philco Theatre, Omnibus, Dinah Shore* (as a regular weekly series) and other fine shows; and I think that it is here that we find the core of our problem."

Mr. Hollender called attention to an editorial line from BROADCASTING (May 29, 1961) which said "viewers can no more be forced to watch 'uplifting' programs than a newspaper subscriber can be forced to read Walter Lippman."

"I'm glad you pointed out this very critical point," said Mr. Hollender. "It seems to have been missed by many of our profound commentators."

WWLP (TV) to produce Videotaped commericals

WWLP (TV) Springfield, Mass., has gone into the commercial production business and has issued a video tape rate card.

WWLP (TV) says its vtr rate for syndicated spot announcements is approximately one-tenth of those of independent and network tape firms. The hourly rate for production facilities is $100 (includes two studios, two cameras, two vtr machines, three vidicon film and slide chains, rear screen projection, fully equipped mobile unit and all personnel except talent).

The fee covers the dress rehearsal and one playback and there is no charge for studio setup and lighting.

Other charges: editing, $40 per hour; viewing, $30 per hour; dubbing, $40 per hour, and videotape purchase, from $40 for five minutes or less to $300 for 60 minutes.

Also in advertising...

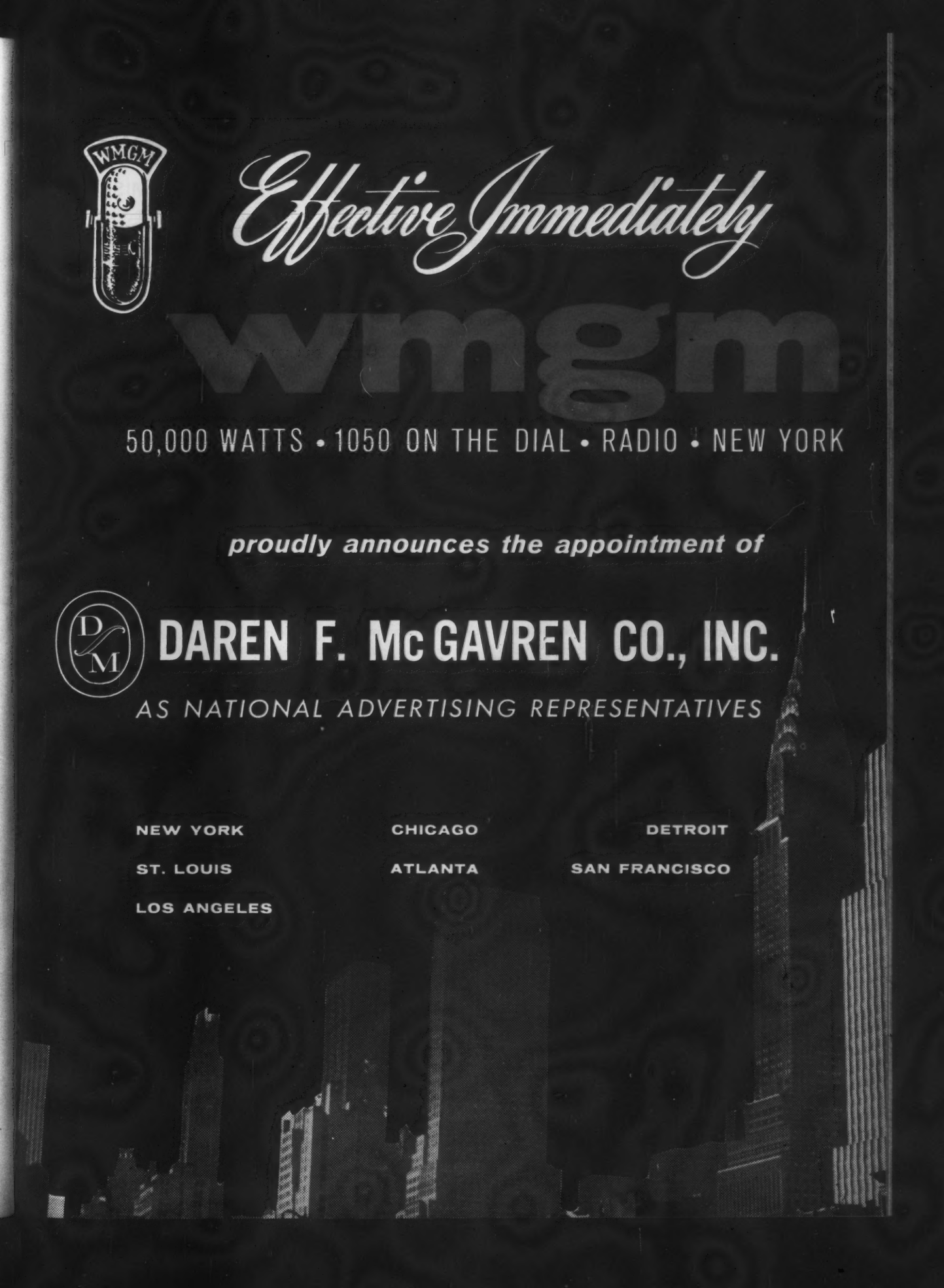
Co-op directory ▪ The 1961 Directory of Cooperative Advertising Plans, published by the National Research Bureau, Chicago, is available for the first time in a single directory. Listing 492 U. S. manufacturers, the directory is available at $4.00 per copy. Write to the company at 415 N. Dearborn St., Chicago 10, Ill.

Highway films ▪ Telefex Films Productions, Vancouver, B. C., has announced the availability of two new one minute television films designed to background automotive advertising slides. They depict, respectively, traffic flowing over a freeway with a vanishing point in the top right corner of the frame and a pretty girl in a convertible with her hair blowing in breeze.

Rep appointments...

▪ WCAW Charleston, W. Va.; Ohio Stations Representatives, Cleveland, as Ohio rep.

▪ KFML Denver; Gill-Perna Inc., N.Y., as national representative.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SAN FRANCISCO
LOS ANGELES

FCC chops away at the clear channels

ORDER THAT WOULD PERMIT DUPLICATION OF 13 1-A'S IS COMPROMISE

Brushing aside the dust that has accumulated over the past 16 years, the FCC last week moved to write finis to the clear channel proceeding pending since 1946.

The commission instructed its staff to prepare a final order that would permit 13 Class 1-A clear channels to be duplicated by Class II fulltime stations in widely-scattered areas under tightly "controlled conditions." The remaining 12 clear channels would remain unduplicated at nighttime, the FCC said, although in reality two of these channels already are duplicated at night. (Actually, the commission is reclassifying 1030 kc as I-A and proposing to duplicate that channel, which heretofore has been occupied at night only by WBZ Boston. This makes a total of 25 Class I-A's.)

This latest commission action is expected to be just as bitterly opposed as was similar rulemaking issued in 1958 proposing to duplicate 12 of the channels (BROADCASTING, April 28, 1958). Court litigation already has been promised.

Nor can the staff instructions be taken as a final mandate when it is remembered that the FCC had once before issued an entirely different set of staff instructions, announced in December 1958. At that time, the commission tentatively decided to duplicate all 24 class 1-A clear channels and so instructed its staff (BROADCASTING, Dec. 15, 1958).

The latest instructions represent a compromise among widely divergent individual views of the FCC members. The clear channel case has been considered time and time again by the commissioners during the past three years but, in most instances, efforts to secure a vote were unsuccessful.

Numerous reports in the past were made that a decision was "imminent" but in each instance when a vote actually was taken, the commissioners found themselves in a stalemate whether (1) to break down all Class I-A clear channels, (2) to break down half, or (3) to maintain the status quo.

It's reliably reported, although no vote was announced, that last week's decision was reached on a 5-1-1 count. Commissioner John S. Cross reportedly held out for a breakdown of all 24 clear channels while Commissioner Robert E. Lee took the opposite view in line with his contention that a freeze should be placed on all grants for new am stations (BROADCASTING, May 15). The final order is due back for a last look by the FCC within the next month.

The Chosen Few ▪ Following are the 13 clear channels which would be duplicated, stations presently occupying the frequencies and the states where Class II unlimited time stations may be located:

670 kc; WMAQ Chicago in Idaho.

720 kc; WGN Chicago in Nevada or Idaho.

750 kc; WSB Atlanta (to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc).

760 kc; WJR Detroit (KFMB San Diego shifting from Mexican clear 540 kc).

780 kc; WBBM Chicago in Nevada.

880 kc; WCBS New York in North Dakota, South Dakota or Nebraska.

890 kc; WLS Chicago in Utah.

1020 kc; KDKA Pittsburgh in New Mexico.

1030 kc; WBZ Boston in Wyoming.

1100 kc; KYW Cleveland in Colorado.

1120 kc; KMOX St. Louis in California or Oregon.

1180 kc; WHAM Rochester, N. Y., in Montana.

1210 kc; WCAU Philadelphia in Kansas, Nebraska or Oklahoma.

The action does not affect assignments on the remaining 12 clear channels, to wit:

640 kc KFI Los Angeles.

650 kc WSM Nashville.

660 kc WNBC New York (presently duplicated by KFAR Fairbanks, Alaska).

700 kc WLW Cincinnati.

770 kc WABC New York (presently sharing with KOB Albuquerque, N. M.).

820 kc sharetime WBAP-WFAA Ft. Worth-Dallas.

830 kc WCCO Minneapolis.

840 kc WHAS Louisville.

870 kc WWL New Orleans.

1040 kc WHO Des Moines.

1160 kc KSL Salt Lake City.

1200 kc WOAI San Antonio.

All but two of those channels ticketed for duplication last week also faced the same fate under the April 1958 rulemaking. Placed on the list this time were 750 kc (WSB) and 760 kc (WJR).

The new service would be designed to provide nighttime signals to underserved or white areas, the commission said. The "controlled conditions" were not defined but they are expected to include directional antennas. Proposals for super power up to 750 kw for the remaining clear channels were killed several years ago and were not revived in the commission's considerations last week.

A Definition ▪ Class II stations, which will be authorized on the 13 clear channels, are unlimited time outlets operating on clear frequencies and required to protect the dominant station by lower nighttime powers. Class II's normally are required to accept interference from the dominant station.

A spokesman for the Clear Channel Broadcasting Service, which has actively opposed any breakdown in the past, repeated that opposition last week. He said CCBS still believes that it is not in the public interest to duplicate any of the clear channels. CCBS, in the

FTC to keep radio-tv informed on deceptive ads

Radio and tv broadcasters are going to be kept more fully informed on deceptive advertising—and the Federal Trade Commission and the FCC are working up a method to accomplish this.

This was divulged by FTC Chairman Paul Rand Dixon last week to the Senate Appropriations Committee which was considering that agency's request for $10.69 million for the 1962-63 fiscal year. The House approved only a flat $10 million for the agency, and Mr. Dixon and his colleagues asked the Senate to restore the $690,000.

Mr. Dixon told the senators that plans are underway between the FTC and the FCC to widen the flow of information to individual broadcasters on deceptive and misleading advertising. His remarks came after Sen. Warren G. Magnuson (D-Wash.), chairman of the subcommittee handling FTC funds, and others asked whether this information got to smaller station markets.

Although the method hasn't been fully determined, it is believed that the FTC will send to radio and tv stations its weekly summary of deceptive practices cases. This will be circularized to all broadcast licensees, it is presumed by the FCC

WHAT PHOTO?

John Computerson had such a juicy job at one of the top rep firms that many wished him ill.

In fact, someone tried to have him jailed. Seems there was a wave of ruthless purse-snatching* going on in the office. Valuables disappearing at night. Scotch leaking from desks. Kleenex missing.

One day the police appeared with photo in hand and this story: the watchman had dusted the floor with flour, then hidden with camera aimed. He caught, he said, an incriminating photo, as sketched here. John claimed it was a frame-up. He proved that the photo was a fake by pointing out one flaw in the picture.

On behalf of John Computerson, we offer rewards to all who detect the flaw. Your reward may be round or rectangular, thick or thin. Either way, it's a prize worthy of your talents.

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Washington, D. C.

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past, has stated that duplication will lead to less service rather than more and has consistently favored superpower for clear outlets as the sole available means for improving service.

The policy of using clear channels to serve remote and sparsely-populated areas at night was instituted in the 1920's when 40 Class I-A clear channels were reserved. In 1946, with the advent of hundreds of new standard broadcast stations and the pressures for more, the present proceeding was initiated.

At that time, there were approximately 900 am stations in operation while today there are over 3,800. Much of this growth has taken place in the non-clear channel areas of the frequency. Hearings were held in 1946-47 with the record totaling over 6,000 pages plus over 400 exhibits.

Not involved in last week's order are the 34 Class I-B clear channels, which are shared at night by two widely separated geographically stations.

SENATE MAY RESTORE FCC BUDGET CUT

Magnuson says he thinks commission needs more people

Chances appeared good last week that an attempt will be made in the Senate to restore at least some of the $125,000 the House cut from the FCC's $12,525,000 budget request for fiscal 1962.

Sen. Warren G. Magnuson (D.-Wash.), chairman of the Independent Offices Subcommittee of the Senate Appropriations Committee, boosted the commission's hopes in this regard at the conclusion of a hearing on the House-approved appropriation measure.

"I think you need more people down there," he told commission members. "You've been too modest in your budget." FCC Chairman Newton N. Minow had based his appeal for restoration of the cut on the commission's need for a larger staff to reduce case backlogs and to help the agency keep abreast of space communications developments.

"If we were preparing our 1962 budget now, we would have asked for more money for our common-carrier division," he said. "Space satellites are our most important problem."

Mr. Minow said that the commission had originally requested 69 additional employes, a figure the House reduced to 50. But because of the highly-qualified personnel needed, he added, the funds available would actually permit the hiring of only 38.

He said that the House-approved figure of $12.4 million would not enable the FCC to add any employes in the hard-pressed offices of general counsel or chief engineer, and that while 20 can be added in the Broadcast Bureau, 24 are needed.

Wasteland Revisited ▪ Mr. Minow's "vast wasteland" speech didn't go unmentioned during the hearing. Subcommittee member Sen. Gordon Allott (R-Colo.) said the speech worried him, particularly when read in connection with the commission's new Complaints & Compliances Div.

Mr. Minow and Commissioner Frederick W. Ford assured him that the new division—created to investigate complaints against broadcasters—was not being used for censorship and was, in fact, winning favor with the industry. But, after referring to Mr. Minow's speech, Sen. Allott said, "I certainly don't want to vote for any appropriation that's going to permit the FCC to exercise any censorship over programs, or to set itself up as a judge of what people should see. When that happens, we ought to take another look at the FCC."

Mr. Minow said his only concern was that stations live up to the programming promises they make when they apply for licenses. "I thought I made it clear in my speech that the last thing I wanted to do was censor," he said. But, he added, "I see a wide variance, over and over, between promise and performance."

Sen. Allott also questioned Mr. Minow on commission policy of holding renewal hearings in local communities. He feared it would put broadcasters at a disadvantage since only "malcontents" would attend, not those listeners or viewers who like the station.

Mr. Minow denied this. "You'll hear from both sides," he said. "Now all we hear from in Washington is the station owner and his attorney." He said that the commission constantly hears from organizations and individuals who want to be heard at renewal time and that he feels "an obligation" to grant the request.

"I'll be frank about this," he added. "This is what I intend to do."

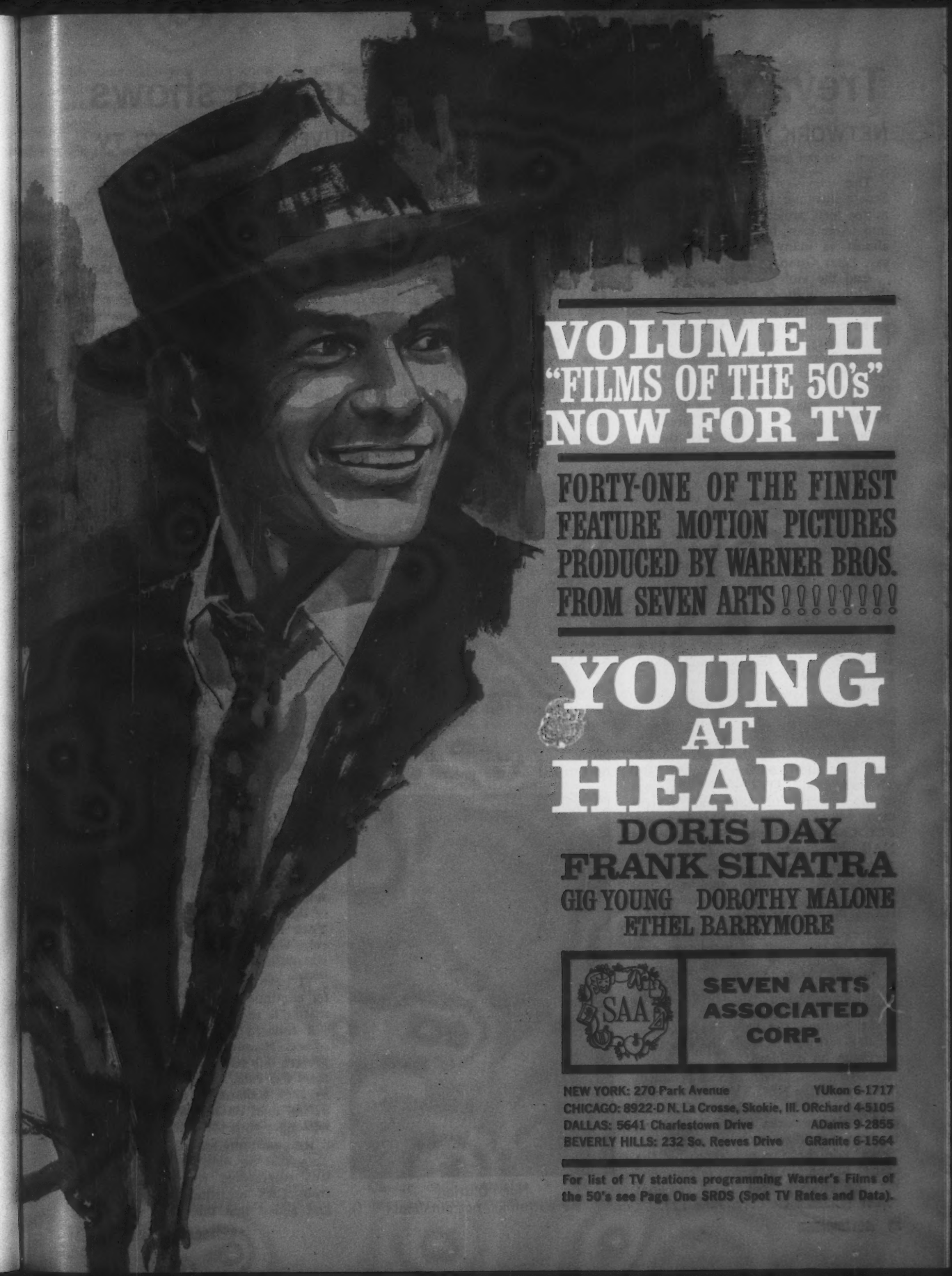
With Congress apparently moving toward enactment of a federal-aid-to-educational-television measure, Sen. Magnuson advised the FCC to create a unit to help put the etv stations on the air. The Senate has already passed an etv bill (S 205) authored by Sen. Magnuson. A House bill (HR 132) is pending in the House Commerce Committee.

Sen. Magnuson repeated his view that the boost federal subsidies would give etv will result in the creation of a fourth nationwide tv network. Such a system, he added, would help lead to the improvement of commercial broadcasting.

Commissioner Robert E. Lee reported that the FCC's plans for its uhf experiment in New York are moving ahead on schedule and that the station will be on the air Nov. 1. The tests are scheduled to run eight months, and the commission's report on the experiment is due in January 1963.

Commissioner Lee also assured Sen. Magnuson, who also heads the Senate Commerce Committee, that the vhf-booster problem was easing. He indicated that the regulations adopted by the FCC last year to regulate boosters had helped bring the problem under control.

Six of the seven Federal Communications Commissioners showed up Wednesday at the Senate Appropriations Subcommittee to appeal for restoration of the $125,000 cut from the commission budget by the House. Beginning at the far end of the table (facing camera), they are Robert E. Lee, T. A. M. Craven, John S. Cross, Rosel H. Hyde, Chairman Newton N. Minow and (to right of three observers in background) Frederick W. Ford. With their backs to the camera are Chairman Warren G. Magnuson (D-Wash.) and, at his left, Sen. Gordon Allott (R-Colo.)



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For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

Treyz predicts decline of action shows

NETWORK HEADS CITE LACK OF PROOF LINKING JUVENILE CRIME TO TV

The television industry, which the Senate Juvenile Delinquency Subcommittee feels projects too much violence into American homes, itself suffered almost as many blows last week as, say, Peter Gunn.

And the violence was committed at the subcommittee's hearing on the possible connection between television and juvenile delinquency, by witnesses from the industry, as well as outside it.

Ivan Tors, a Ziv-UA producer, said that CBS and NBC had put "pressure" on him to inject sex and violence into shows he was producing for them. A. Frank Reel, a Ziv-UA vice president, deploring what he considered the undue amount of crime and violence on television, said the American public shouldn't be taught "the only answer to all problems is a punch in the jaw or a bullet in the belly."

Network officials, including the heads of the three television networks, denied the existence of proof linking television with the climbing rate of juvenile delinquency. And Oliver Treyz, president of ABC-TV, said that his network, which led the way in the development of the action-adventure show, was cutting back on this type of programming and predicted the other two networks would follow suit.

Long Hearing in View ▪ The hearing, which remained in Washington instead of being moved to New York, as previously announced by the subcommittee, may continue "for some time." Sen. Thomas Dodd (D-Conn.), chairman of the subcommitte, said that "a great many witnesses" have asked to be heard. FCC Chairman Newton N. Minow and NAB President LeRoy Collins are scheduled to appear Monday.

Sen. Dodd has already said he is convinced of the need for the networks to reduce the amount of tv crime and violence, and he has talked several times about the possibility of legislation providing for network licensing.

But the questioning by the subcommittee staff, and by Sen. Dodd himself, indicates a greater interest in nudging, if not pushing, the networks into subsidizing research to study the effects of television on children.

Walter Scott, executive vice president in charge of the NBC-TV Network, and James T. Aubrey, president of CBS-TV, said their networks would be willing to help subsidize such a study. Mr. Treyz said he favored referring the matter to the NAB, which is considering the establishment of a research center (CLOSED CIRCUIT, June 12).

Dr. Wilbur Schramm of Stanford U., author of *Television in the Life of Our Children,* has recommended a 10-year study he said would cost $50,000 a year. Sen. Dodd considers this an inconsequential figure compared to the $500 million in advertising revenue he said the television industry grossed last year from action-adventure shows.

CBS Activities ▪ Mr. Aubrey noted that CBS has already taken steps in this direction. He said the network provided a grant resulting in the study by Joseph T. Klapper, published under the title, *The Effects of Mass Communication.* He also said that the network is sponsoring research, by Columbia U.'s Bureau of Applied Social Research, to provide data on the current and potential role of television in America. One area to be covered is the effect of television on children, he said.

The sharpest rebuttal to previous industry representatives' claims that violence is not added to shows to improve their ratings came on Thursday, when Mr. Tors took the stand as a surprise witness. He had flown to Washington from Los Angeles to volunteer his testimony after his name cropped up in the hearing on Tuesday.

Mr. Tors, the original producer of CBS' *The Aquanauts,* which has since been renamed *Malibu Run,* said he was instructed by the network to introduce "crime and youth" in an effort to improve sagging ratings. Mr. Tors said he refused on the ground he "always tries to avoid violence" and was interested in producing a "quality" hour-long show similar to *Sea Hunt,* which he also produced.

Hugh O'Brian
He outthinks, not outshoots

When CBS persisted, he said, he surrendered supervision of the show to another Ziv-UA executive. Eventually, however, when the network felt the show's poor showing opposite NBC's *Wagon Train* demanded drastic action, a new producer was named, the title of the program was changed, and its new format was revised to provide more action on land and less underwater. These efforts have failed to improve matters, and the show will not continue beyond September.

Mr. Tors' difficulties with NBC, he said, involved *The Man and the Challenge* series, which is now in syndication. He said he had visualized this as an action program featuring a doctor who tests himself in order to determine the stresses the human body can stand in such unnatural environments as space. But NBC, he said, wanted him to inject "sex and violence" into the show.

He said an advertising agency executive told him "sex and crime" was the price for time on NBC. He identified the executive as Joseph Bailey, of Doyle, Dane, Bernbach, the sponsor's agency. According to Mr. Tors, the request came from David Levy, NBC vice president for programming and talent, and Robert Kintner, NBC president.

Mr. Tors said that the show was eventually granted network time without the addition of sex and violence but that after he submitted six outlines, he received a letter in which NBC expressed concern with "the absence of sex." Mr. Tors read the last paragraph of the five-page letter, which said "New York has indicated to me their concern with the absence of sex" in the six outlines.

"I have read only the last," the letter continued, "and I think the subject matter is so provocative that you need not concern yourself with its absence of sex. However, apparently New York prefers this to be the exception rather than the rule." The letter was signed by Jack Ballard, at the time an NBC liaison man on the West Coast. He is no longer with the company.

Responsibility Should Be Fixed ▪ Mr. Tors said he didn't really know who was responsible for the instructions from CBS regarding *The Aquanauts* and added that this was "the trouble

with networks—you don't know where decisions come from. Somebody should take responsibility for each show," he added.

Messrs. Aubrey and Scott, when they took the stand later, denied any knowledge of the basis for Mr. Tors' charges. Mr. Scott believed "sex" was used in the letter "as shorthand for feminine interest," which he said the network felt was lacking in the show.

And Oscar Katz, who gave the subcommittee a long detailed summary on Tuesday of how *The Aquanauts* was created, in collaboration with Ziv-UA, in 1960, said there was no intention of increasing violence when the format was changed. "The changes were designed for more meaningful dramatic action," he said. "This was difficult under water."

Mr. Katz defended the network's record regarding taste, declaring "many scripts" are turned down on the ground of excessive violence. He said the ratio between adding violence to a script and taking it out is 1 to 10. And discussing specifically "The Frankie Adventure," a *Malibu Run* episode the subcommittee screened in condensed form, Mr. Katz said it preached against juvenile delinquency.

Additional testimony regarding CBS' concern with keeping a tight rein on violence came last week from Joseph Ream, vice president for television network program practices. He listed seven changes made in the script of "The Frankie Adventure" to tone it down. These ranged from eliminating a scene of violence to introducing dialogue pointing up the difference between two youthful heroes and the juvenile delinquents who figure in the episode.

None of this, however, impressed Mr. Reel. Asked his impression of "The Frankie Adventure," he said, "I'm not an expert on juvenile delinquency. But I personally feel this episode is no worse than many others on the air. It all comes under the heading of trash."

Too Much Network Control ▪ Mr. Reel made it clear he was unhappy about the amount of control CBS exercised over the production of the series. A surprise witness, he had asked to testify on Tuesday to emphasize that Mr. Tors, whom he praised, had nothing to do with "The Frankie Adventure."

The subcommittee showed two films on Tuesday—the first a research project purporting to show the power of television to induce aggressive behavior in young children; the second, a string of tv teasers and trailers from all three networks. The research film was produced by Dr. Albert Bandura, of Stanford U., in connection with experiments to determine whether children imitate aggressive action seen on film. Dr. Bandura said the experiment proved they did.

The movie showed youngsters who had just seen a 10-minute film of a woman pummeling a five-foot doll imitating her behavior. Dr. Bandura said that other children who had not seen the movie chose to play with crayons and toy animals.

In introducing the string of teasers and trailers, Sen. Dodd said they contain "the most violent and dramatic episodes of so-called 'action'" in the programs they promote. "I believe the fact that these segments contain unrelenting scenes of sex and violence is a tacit acknowledgement of the idea that 'violence sells,'" he added.

In stating ABC-TV was reducing the amount of its action-adventure shows, Mr. Treyz said he believes the public wants "fresh, new formats." He said the network will present 11 shows in the action-adventure category next year, compared with 13 in the current season. The number of westerns will drop from seven to four, he added.

While conceding ABC-TV led the way in the development of the action-adventure program—it was the type of program that helped establish the network as a major factor, he said—he denied ABC-TV had invented tv violence. "Violence existed on tv before ABC was a force," he said.

Mr. Treyz said the new programs being prepared are another example of the "counter-programming" principle that had led the network to introduce westerns six years ago. And he indicated he wouldn't be surprised if NBC and CBS began cutting back on their action-adventure programs.

Choice Still Available ▪ Messrs. Aubrey and Scott agreed that the number of action-adventure programs had increased but denied this has left the viewing public with no choice in the selection of programs. "Based on the current schedules," Mr. Aubrey said, "there is not a single evening time period in which a viewer has no choice other than a western, there is not a single time period in which a viewer has no choice other than an adventure, and there is not a single time period in which the viewer has no choice other than a mystery."

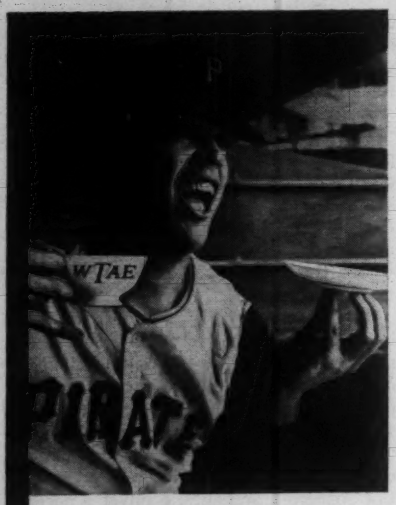
In presenting NBC's offer to join in underwriting a research project to study the effects of television on children, Mr. Scott said the project should cover other influences on children besides television. He also said the study "should be conducted by impartial, qualified social scientists under impartial auspices" and should cover a period of up to five years to determine long-range effects.

Mr. Scott also suggested an answer to the subcommittee's contention that since television is claimed, by the industry, to have a powerful effect in advertising, politics and culture, its host of crime and violence shows must have an adverse impact on children.

"There is an enormous difference," he said, "between television's impact in advertising and political campaigning and the possible influence of the kind of material to which objection is made. It is the difference between a thorough attempt to persuade and convince . . . and the depiction of anti-social behavior which, far from being held out as an example, is presented as unsympathetic and unworthy."

Hero Hugh ▪ Tuesday's session produced the hearing's first tv star—Hugh O'Brian, of the ABC-TV *Wyatt Earp* series, which Sen. Dodd praised as an

Counseling with subcommittee chairman Thomas Dodd (D-Conn.) (second from right) is Carl Perian, staff director. Sen. Estes Kefauver (D-Tenn.) is at right. Dr. Ralph J. Garry, consultant to the subcomittee, is at left.



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example of a "good" action-adventure show that could be successful without being unduly violent.

Mr. O'Brian, who helped attract a near-capacity audience to the cavernous caucus room in the Senate Office Building, credited the relative gentleness of the series to the man he portrays ("Earp tried to outthink opponents rather than outshoot them," he explained) and to the show's producer, Robert Sisk.

He said that in the six years Wyatt Earp has galloped across the video tube, he has killed only one man—and that one accidentally—until the "O.K. Corral" episode, a six-part segment now in its fourth week. He said Mr. Sisk aimed at entertaining the whole family with a show done in good taste.

Mr. O'Brian said that neither network nor sponsors had ever attempted to have the amount of violence on the show increased. Asked why the show is going off the air, he replied simply, "We ran out of bullets."

The friendly atmosphere generated by Mr. O'Brian's presence on the stand gave way to a distinct chill after the next witness, Ellis Marcus, a tv writer, began testifying.

Marcus Testifies ▪ Mr. Marcus, author of several *Malibu Run* episodes, including "The Frankie Adventure," evidently surprised Sen. Dodd with his answer to a question as to whether violence must be added to scripts to make them salable.

"You can sell scripts without violence," he said. "In some places it is essential; in some, it's not."

"Have you ever given another answer to the same question?" Sen. Dodd demanded. "Didn't you give a different answer to Mr. Perian this morning?" Mr. Marcus said he didn't remember, and the chairman let the matter drop.

Mr. Marcus did, however, concede there is a feeling that violence is regarded as necessary to attract an audience. "It's a matter of competition," he said. "It seems to be a trend." He said he knew some producers who insist on violence in scripts and others who don't. He didn't name any.

Sen. Dodd was critical of "The Frankie Adventure," shown over the CBS Network on April 26, as he was of samples of ABC and NBC action-adventure shows screened previously. In the show, which dealt with the problems of a teen-age girl who came from the broken home and fell in with a gang of juvenile delinquents, Sen. Dodd said he observed "beatings," (highway) speed in excess of 80 mph, enticement and entrapment into assault, home trouble and relief sought in a saloon."

Many Young Viewers ▪ Sen. Dodd said Arbitron estimated 5 million children under age 17 saw the show, and asked, "Is this the sort of thing to show 5 million youngsters?"

"I don't think I could say 'yes' to that," said Mr. Marcus. Earlier, he said the studio had selected the idea for "The Frankie Adventure" from several others because it "delved into an important topic of the day" and "set out to punch holes in the ego of juvenile delinquents."

The subcommittee also heard last week from Mrs. Clara S. Logan, president of the National Assn. for Better Radio & Television. She asserted that "the great majority of specialized medical authorities agree" that tv violence and brutality represent "a real danger" to children.

And, she noted, this "intensified" brutality and violence came after the FCC heard complaints of excessive violence "from practically every witness" at a 1959 hearing.

All-channel set plan offered Congress

The FCC on Thursday sent Congress its proposed legislation requiring manufacturers to produce all-channel television receivers.

The measure, which would permit only all-channel sets to be shipped in interstate commerce, is the FCC's answer to the problem of how to spur the development of uhf television.

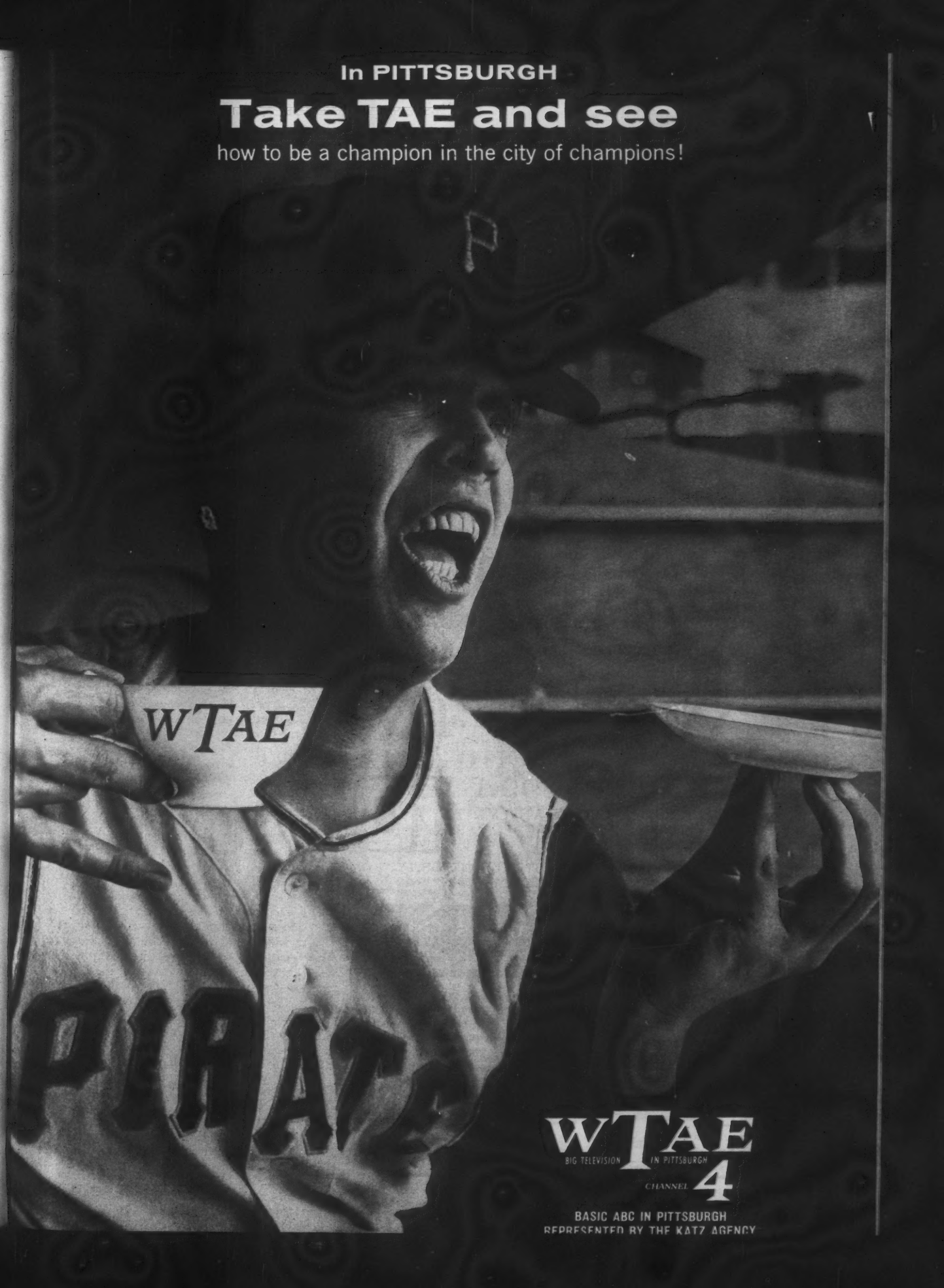
The proposal was ready months ago but was held up, with no reason given, by the Budget Bureau and White House (CLOSED CIRCUIT, June 12).

FCC Chairman Newton N. Minow told the House Antitrust Subcommittee Thursday that if all-channel receivers are universally available, uhf broadcasting will be given a "very substantial" boost.

He said it is impossible to have a truly competitive television system, adequate for the nation's growing needs, if only 12 vhf channels are available.

He predicted that the FCC-proposed legislation would insure 100% conversion to all-channel receivers within the next seven to 10 years. "With this assurance of eventual access to all television homes," he added, "uhf broadcasting can make real progress."

Mr. Minow also listed a number of factors other than the uhf problem which, he said, are affecting the growth of competitive television. They included "monopolistic markets" with one or two vhf stations, the lack of sufficient competitive outlets for a third network, the inability to provide for the needs of an additional network or the major non-network program suppliers, the lack of outlets for "local community expression," and the scarcity of educational television facilities in the larger markets. (See story page 58).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GOP'S TV IMAGE

Miller wants fresher faces for 'Ev and Charlie' show

Capitol Hill's "Ev and Charlie" tv show will begin featuring fresh young GOP talent soon if Rep. William E. Miller (R-N.Y.) has his way. And since he is the new chairman of the Republican National Committee, he probably will.

Rep. Miller is reported to agree with party members who feel Senate Minority Leader Everett M. Dirksen (Ill.) and House Minority Leader Charles A. Halleck (Ind.) are not the best tv competition the Republicans can muster against the youthful, vigorous President Kennedy.

As a result, he wants younger GOP members of the House and Senate to discuss party positions during "guest" appearances at the weekly news conferences taped for television by Sen. Dirksen and Rep. Halleck.

This idea will be discussed at a national committee meeting in Chicago later this month.

Meanwhile, the first of several network-produced shows dealing with the Republican party "The Loyal Opposition"—was shown yesterday (June 18) over NBC-TV. A CBS-produced documentary on the Republican party is scheduled for presentation next month, and NBC will do another in the fall.

The networks agreed to produce the programs after the Republican party leadership complained about what it considered the undue amount of tv attention being given to President Kennedy and his administration.

FCC asks measure to reduce hearings

The FCC last week asked Congress for legislation permitting it to grant license applications without hearings in cases which do not involve disputed facts.

The commission, which made the request in the form of suggested legislation, said the proposal would "sharply reduce" its number of hearings.

The commission said the Communications Act now requires a full hearing, regardless of whether material issues of fact must be resolved. This "goes beyond the requirements of due process," the commission added.

The proposed bill, an amendment to the Communications Act, would permit pleadings and oral arguments by interested parties but would not require a full hearing before the granting of the application.

A full hearing would be mandatory only if the commission found there were "genuine and substantial" issues of fact which were material to a decision.

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CELLER ON TV REGULATIONS

Antitrust subcommittee urges FCC to move against option time, network incentive plans and BMI

Actual, alleged and possible broadcasting involvements in antitrust matters were given a thorough airing last week in a two-day hearing before Rep. Emanuel Celler (D-N.Y.) and his House Antitrust Subcommittee.

Prime consideration in testimony by the FCC and the Justice Dept. was given to network affiliation contracts, broadcast ownership of BMI, option time, multiple ownership, uhf and deintermixture, space communications, AT&T, station sales, the NBC-Westinghouse station exchange and subsequent NBC-RKO deals, antitrust history of other licensees, among other subjects.

The hearing was called to determine what the FCC and Justice had done to carry out far-reaching recommendations made by the subcommittee in a 148-page report on television issued in 1957 (BROADCASTING, June 10, 1957). Lee Loevinger, Justice antitrust chief, testified Wednesday (June 14) and FCC Chairman Newton N. Minow, flanked by several staffers, appeared Thursday.

Rep. Celler and his chief counsel, Herbert Maletz, were especially inquisitive concerning non-standard affiliation contracts relating to methods of compensation and option time. They maintained that large group owners were given favorable compensation clauses to the detriment of smaller operators and the public interest.

The congressman charged that CBS' incentive plan is a move to force stations to clear more of the network's programming and to skirt the recent cut in option time. Mr. Maletz wanted to know why the FCC had not followed the subcommittee's recommendation to make network contracts with their affiliates public.

Chairman Minow promised to bring the subject up with the commission in the near future. He said the contracts had not been studied thoroughly in the past because of staff limitations but promised to correct the situation. He agreed with Mr. Maletz that multiple owners receive more favorable compensation contracts from the networks and that this is not in the public interest.

Inquiry Started ▪ The chairman said the FCC knows of CBS' incentive plan whereby stations receive increased compensation in direct relation to the number of network programs they accept. He pointed out that a staff inquiry of all three networks is underway (BROADCASTING, May 29) and will be pursued. The incentive plan, it was agreed, is more effective in securing station clearances than option time.

Mr. Minow said the commission is "very much aware" of Justice's position that option time is in violation of antitrust laws and that this view would play a prominent role in the commission's reconsideration of option time. While Mr. Loevinger was testifying, Rep. Celler made this observation of option time:

"The evil continues and the public is hurt and those who are not involved in the chains [networks] have directed against them competition which is unfair, which violates the antitrust laws . . . How long shall the chains be permitted to thumb their noses at the public? That is the question."

Mr. Loevinger said any present action by Justice in the option time case would slow down a final determination since the commission has asked the court to return the latest decision reducing permissible option time for reconsideration (BROADCASTING, April 24). The Justice spokesman said the department would take proper steps to uphold its view in court that option time is illegal if the FCC does not reverse its decision that the practice is reasonable and necessary.

The department has "every confidence that Mr. Minow will be diligent and highly sensitive to the public interest and I think he should be given a chance to consider this," Mr. Loevinger said.

Ratemaking Function? ▪ Rep. Celler quizzed Chairman Minow closely on possible FCC jurisdiction over the time charges of stations. The former made it plain that he thought the FCC should exercise jurisdiction in this field because stations operate much as public utilities since they are licensed to use the radio spectrum.

Mr. Minow said the matter had not been given much consideration at the FCC since the Communications Act expressly excludes broadcasting from common carrier rate regulations. Legislation giving the commission such authority would be needed before the agency could act, he stated.

The FCC chairman agreed with Rep. Celler's statement that some stations receive monopolies in-fact through FCC licensing and that this destroys the competitive factor in controlling rates.

The New York congressman declared that "the public gets the short end of the stick in such instances."

Rep. Celler was equally outspoken in his remarks on broadcaster interests in BMI.

Stations and BMI ▪ "I shall not rest until there is complete divorcement of BMI from every single, solitary broadcast station," Rep. Celler said in pushing Mr. Minow for a commitment that the FCC would investigate this alleged monopolistic organization. The subcommittee charged that BMI has gained a competitive advantage in the music licensing field which is "utterly unwarranted" through (1) ownership of BMI stock by broadcasters and (2) subsidizing of songwriters.

Chairman Minow said the commission has not been made aware of any unfair advantage accruing to BMI but that, if such is the case, "it is a matter of great interest." Rep. Celler accused Justice of "dragging feet" for four years in its announced investigation of BMI practices. Mr. Loevinger countered that "evidence [against BMI] has become weaker rather than stronger." He acknowledged the BMI practice of subsidizing writers but said he is not satisfied the practice violates present antitrust provisions.

He pointed out that ASCAP, as a society, cannot subsidize its members because such a practice would result in discrimination within the organization. This criteria does not exist with BMI, it was pointed out.

Rep. Celler said that "some 40 writers taken away from ASCAP have

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X	47%	52%	48%
Y	46%	66%	34%
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*Source: Nielsen Radio Index — Distribution of a Network's Average Audience for all programming excluding religious, political and one-time-only programs. Jan.-Feb., 1961.

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succumbed to the wiles and blandishments" of money offered by BMI in "clear violation" of antitrust laws. BMI has been "emboldened to proceed" because of Justice's inactivity, he charged. "Now this committee feels some action should be taken and expeditiously," the congressman stressed.

Mr. Loevinger promised the department would give "weighty consideration" to the subcommittee views.

Uhf, Allocations ▪ In an effort to boost uhf, Chairman Minow pointed out that the commission sent legislation to Congress last week recommending that manufacturers be required to produce all-channel sets (see story, page 54). "Most of us [in Congress] endorse that proposal," Rep. Celler replied. The FCC chairman said that the charge that some manufacturers have not produced uhf sets because they own vhf tv stations is not based on the true situation as determined by the commission.

Mr. Maletz urged the FCC to proceed with deintermixture in many other markets and it was pointed out that the agency is actively considering such action in eight or nine cities. Mr. Minow said that the commission has held "a number of discussions" but has issued no orders on a subcommittee recommendation that multiple-owners be restricted to no more than three vhf television stations in the top 25 markets.

He also pointed out that must-buys have been abolished, as recommended by the 1957 subcommittee report, and that the FCC is watching "minimum buy" requirements of the networks but to date there is no indication that specific limitations are needed.

"The commission has followed with close interest the criminal antitrust involvement of a number of its licensees in the electrical equipment cases recently terminated in Philadelphia," Chairman Minow said. "Among the dedendants, for example, were General Electric and Westinghouse . . ." both station licensees. He said that an inquiry is now actively underway at the FCC and, until the question is resolved, the commission will not renew any of the licenses involved.

While the FCC has no formal liaison procedure with Justice, the chairman said constant contact is maintained on an *ad hoc* basis. Antitrust matters are coordinated between the two agencies, he said.

Much of the testimony also centered around space communications and activities of AT&T.

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Radio accord with our neighbors

The North American countries are once again operating under international radio agreements.

The second step in what is a two-part arrangement took place two weeks ago when the U. S. and Mexico exchanged documents putting into effect the U. S.-Mexico radio agreement (AT DEADLINE, June 12). The North American Regional Broadcasting Agreement, covering the U. S., Canada, Cuba, Dominican Republic and Jamaica went into effect last April. Together both treaties cover U. S. usage of the standard radio band.

The FCC announced the effective date of the U. S.-Mexico agreement on June 15.

The commission called attention to one of the provisions of the treaty; that U. S. Class II daytime stations on the Mexican clear channels will be permitted to increase their power to 5 kw. The Mexican clears are 730, 800, 900, 1050, 1220 and 1570 kc. Pending applications for these power boosts number 22, the FCC said, and have been put in the processing line. Most of them will have to be amended to bring their proposals up to date. There are conditions on this 5 kw power usage on three of the Mexican clear channels, but Mexico agreed to the continued use of five of its clears for nighttime U. S. operation.

There are over 250 U. S. daytimers on Mexican clears. Although most of them would be eligible for 5 kw, other factors (interference, etc.) may keep this down.

Mexico is afforded Class 1-A protection on 540 kc. This requires KFMB San Diego to change. The FCC has proposed that this shift be to 750 kc (see story on clear channel proposals, page 48).

The U. S.-Mexico agreement was hammered out at a series of conferences in Washington and in Mexico City more than five years ago. It was signed January 29, 1957 (BROADCASTING, Feb. 11, 1957), with FCC Commissioner Rosel H. Hyde representing the U. S. The agreement was ratified by the Senate last year, when it also ratified the NARBA treaty. The U. S.-Mexico treaty runs for five years and, together with the NARBA treaty, picks up the international radio conventions that expired in 1950. During the last decade most North American countries have adhered to provisions in the expired NARBA treaty. Mexico refused to agree to the new NARBA agreement, and thus required a special bilateral treaty with the United States. Haiti has also refused to accede to the new NARBA treaty.

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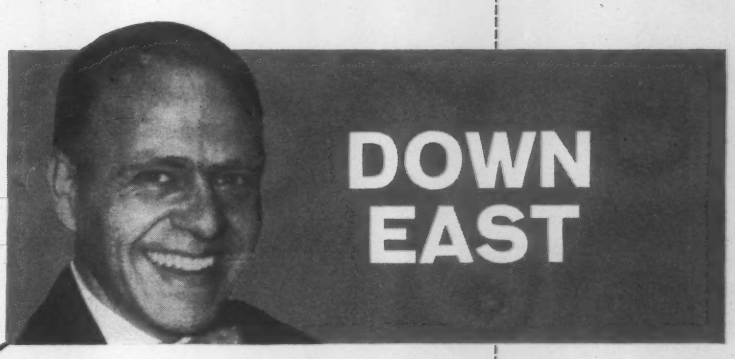

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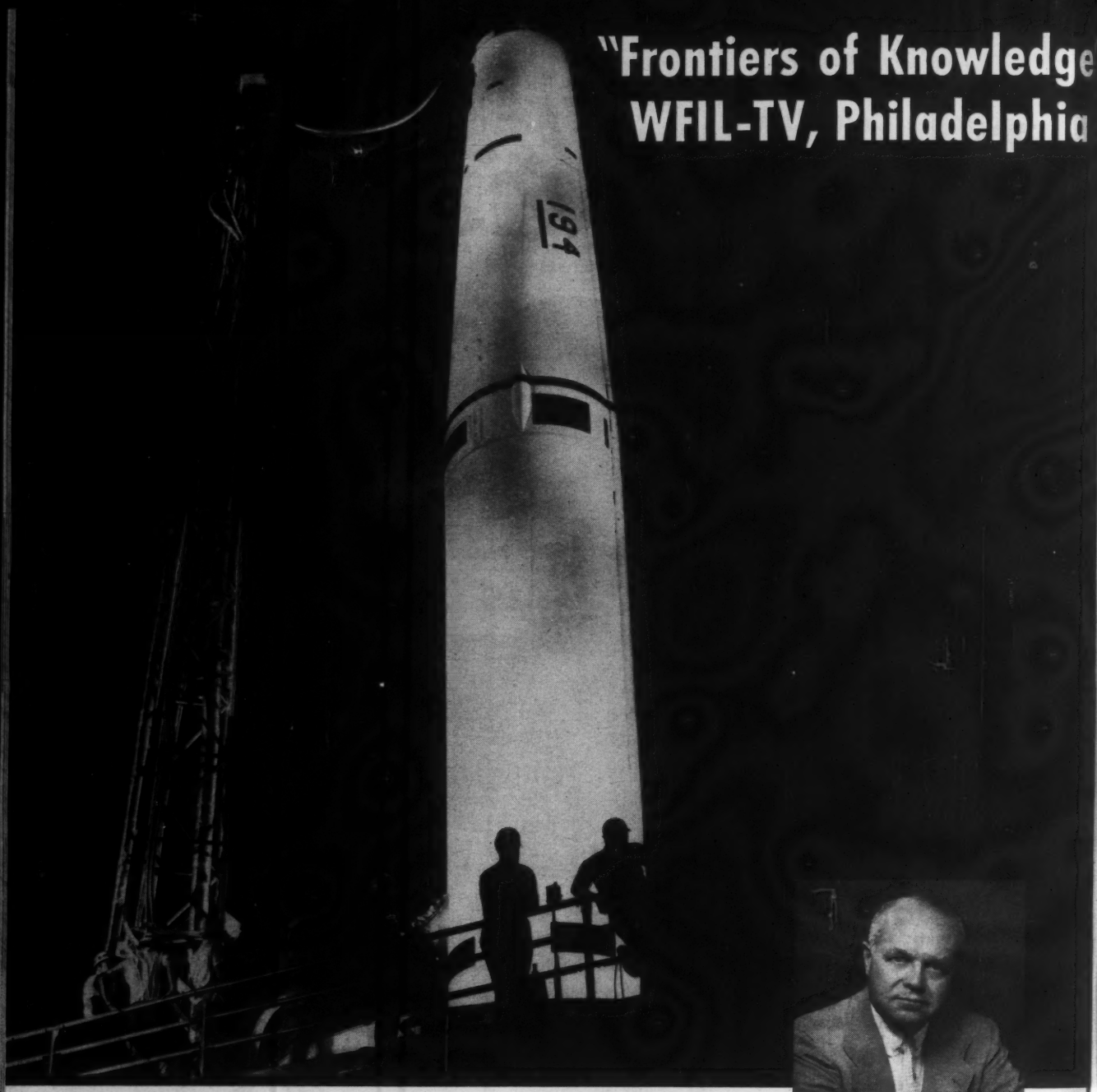

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KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

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CROSLEY FACES WLWI LOSS

FCC starts procedures to shift ch. 13 facility in Indianapolis to rival WIBC; court battle looms

The FCC last week instructed its staff to draw up an order rescinding the 1957 grant of ch. 13 WLWI (TV) Indianapolis to Crosley Broadcasting Co. and assigning it to WIBC that city.

The action, if sustained in a formal vote, is another step in a 13-year old contest for the channel, which began in 1948 with four applications for the vhf frequency. The applications were caught in the four-year freeze imposed by the FCC 1948 to 1952, with the hearing and final decision not given until five years later.

In 1958 the U. S. Court of Appeals in Washington returned the case to the FCC because Comissioner T. A. M. Craven had not sat for oral argument. Mr. Craven did not want to participate in the original voting because his engineering firm had represented one of the other applicants. He was forced to cast his vote, however, after the commission deadlocked three to three on a choice in the case. This move came after the general counsel of the commission advised him that he was obligated to do so in order to break the deadlock.

That the last word is not in is obvious from the immediate announcement by James Shouse, Crosley Broadcasting chairman, that a court appeal will be filed if the commission "issues a formal order adverse to WLWI (TV)".

The appeal from the 1957 grant to Crosley was taken by WIBC, which maintained that Mr. Craven should not have voted because his firm represented one of the original ch. 13 applicants.

The vote last week on instructions is believed to have been 4-2, with Commissioner Craven abstaining. Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert E. Lee and Robert T. Bartley are understood to have constituted the majority; Commissioners Rosel H. Hyde and John S. Cross voting for Crosley.

It is believed that the formal order will be out before the FCC takes its annual August recess. This would mean within the next six weeks.

Back in early 1960, following the remand, it was understood that the commission was still split 3-3 on renewing the grant to Crosley. At that time John C. Doerfer was chairman, and was voting with Messrs. Hyde and Cross for Crosley.

WIBC is headed by R. M. Fairbanks; it operates on 1070 kc with 50 kw daytime and 10 kw nighttime.

Messenger boy

The Greater Washington Educational Tv Assn. received a grant for uhf ch. 26 in an unusual fashion last week. Mrs. Edmund D. Campbell, president of the nonprofit organization was personally handed the construction permit for the national capital's first educational tv station by Commissioner Robert E. Lee Thursday, (June 15)—a happening definitely in departure from the commission's customary "through-channels" policy.

The application was granted only five weeks after its May 8 filing.

Jacksonville ex parte rehearing postponed

An FCC rehearing into *ex parte* charges in the August 1956 Jacksonville, Fla., ch. 12 grant was postponed last week from July 10 to Sept. 6. Chief Hearing Examiner James D. Cunningham granted the delay at the request of the commission counsel.

Two of the three ch. 12 applicants, winner Florida-Georgia Tv Inc. (WFGA-TV) and City of Jacksonville were tied into alleged improper contacts with the commission in 1958 testimony before the House Legislative Oversight Subcommittee. The third applicant is Jacksonville Broadcasting Co.

In seeking the delay, commission counsel James T. Brennan said the hearing probably would run over two weeks with a minimum of 20 government witnesses to be called.

City of Jacksonville no longer is actively seeking ch. 12 and Jacksonville Broadcasting Co. has been liquidated but its successor has attempted to amend the Jacksonville application to remain in contention for ch. 12. Following an oral argument last week, Mr. Cunningham deferred action on the Jacksonville petition to amend.

The grant to Florida-Georgia is the last of six *ex parte* cases reopened by the FCC following testimony before the Oversight Subcommittee. Hearings already have been held in the other five —Miami chs. 7 and 10; Boston ch. 5; St. Louis ch. 2 and Orlando, Fla., ch. 9 (BROADCASTING, June 5).

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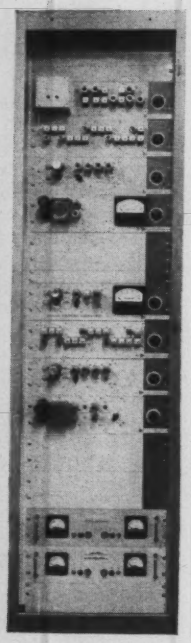

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HOUSE TURNS THUMBS DOWN

Vetoes Kennedy's plan to reorganize FCC but approves almost identical SEC scheme

Democrats joined Republicans in the House last week to throttle President Kennedy's Plan No. 2 to reorganize the FCC. Members rejected the plan 323-77.

But Democratic support of the administration held up otherwise as the House failed to veto a similar presidential reorganization plan for another regulatory agency, the Securities & Exchange Commission. And one Republican pointed meaningfully to the explanation—in itself a lesson in the agile art of politics.

Radio and television, said Rep. William Springer (R-Ill.), have had enough experience to make them extremely sensitive to political pressures. Broadcasters, he said, acted quickly to notify their congressmen they thought the FCC plan invested too much power in the chairman and had other shortcomings.

Thus, said Rep. Springer, a member of the House Regulatory Agencies Subcommittee, the FCC reorganization plan has been the only one to encounter Democratic congressional opposition, although it's practically identical to the President's plans to reorganize the Civil Aeronautics Board, the Federal Trade Commission and the SEC. The House is expected to refuse to veto the CAB and FTC plans when they come up tomorrow (Tuesday). The President's revamp plans for these three agencies automatically take effect late this month barring a veto by House or Senate.

The Reasons ▪ In voting against the Kennedy plan for the FCC, House members did so with the understanding that Congress itself is likely to write an FCC reorganizational plan of its own which adherents hope will be minus the features congressmen found objectionable in the Kennedy proposal.

There were, of course, other reasons given in debate last week as to why the FCC plan was selected for veto and the others not.

Rep. Oren Harris (D-Ark.), who heads the House Commerce Committee and its Regulatory Agencies Subcommittee, said early in the debate that he didn't plan to discuss anything but the FCC plan then under consideration. But he later noted that FCC members opposed the plan 5-2, while members of other agencies didn't register such opposition. Besides, he said, the FCC's functions already are restricted by procedures to which the Kennedy plan offers no improvement.

Rep. Harris said he discussed FCC reorganization with President Kennedy and others before the Kennedy plan was submitted and that he objected then to certain tentative proposals by the President. The Kennedy plan as submitted was toned down, he said, but not enough. He said the plan would eliminate the right of licensees to full review by the FCC and eliminate opinions and review staff. The plan, he said, would be implemented without discussion or hearings, even though Congress intent was plain in providing for both full review and the opinions staff as the Communications Act now stands.

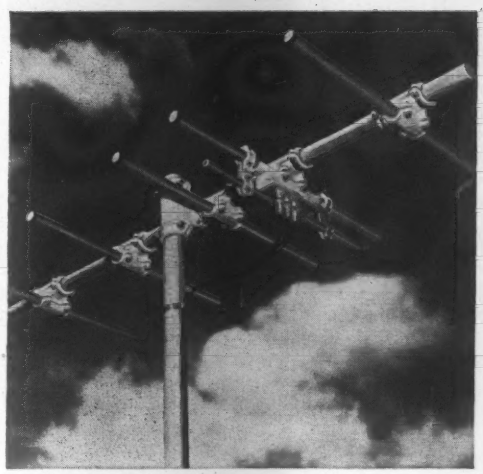
Not This Way ▪ He was seconded by Speaker Sam Rayburn (D-Tex.), who held that the proposal presumes to amend "fundamental law" by reorganization plan. He agreed something should be done, "but not this way."

Republicans vocalizing against the President's FCC plan were just as

The political facts of life on the FCC

FCC members may be fairly well insulated from the pressures and power plays of politics, but they aren't unmindful of them. In House floor debate Thursday on President Kennedy's reorganization plan for the FCC, Rep. H. R. Gross, in asking for a veto of the FCC plan, said Commissioner Rosel H. Hyde has told a congressional committee that the chairman or anybody else who can delegate FCC work can "control" the agency, simply because he soon learns the political leanings and predilections of members and commission employes and can make selections accordingly. Commissioner Robert T. Bartley, the congressman said, told the House Government Operations Committee that the White House, under the Kennedy plan, could impose its will on any FCC member simply by making his job a "political Siberia" if he doesn't go along.

Commissioner Robert E. Lee several weeks ago said in a speech (BROADCASTING, May 8) that he objects to recommendations by the FCC review staff on agency decisions in controversial cases. Just the facts are all he wants, he said.



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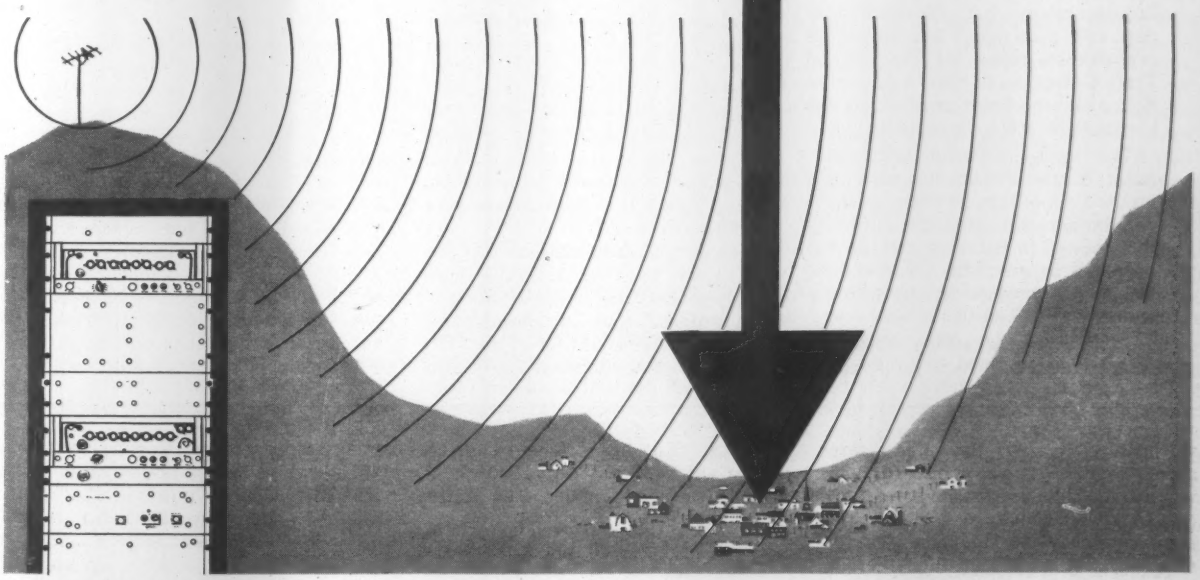


The FCC will be reorganized—but under what plan?

The shape of the FCC to come received a going over last week on Capitol Hill—and will be considered again by Congress next week.

Pending are two bills to reorganize the FCC. One is HR-7333, introduced by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. The other is S-2034, introduced by Sen. John O. Pastore (D-R.I.), chairman of the Senate Commerce Communications Subcommittee, at the FCC's behest.

Last week Mr. Harris heard the FCC and others testify on his bill. On June 28, Sen. Pastore will preside over a hearing on his bill.

Based on testimony of witnesses before Mr. Harris last week, almost everyone favors the Senate bill over the House bill—particularly in one important respect:

The Senate bill makes mandatory a review of an examiner's or staff's initial decision, while the House bill guarantees a review only if three commissioners vote to do so. The Senate version provides that this review could be by a panel or board in lieu of the full commission.

In most other details, both bills are identical; they permit the commission to delegate more authority to the staff or boards of commissioners. Both bills protect the right of the full commission to determine whether a case should be heard by a board or panel, and to determine who this board or panel should be.

The congressional actions on FCC reorganization stem from President Kennedy's Reorganization Plan No. 2 which was vetoed by the House of Representatives last Thursday (see page 64), although White House reorganization plans for the Federal Trade Commission, Civil Aeronautics Board and the Securities & Exchange Commission were supported.

The most significant single proposal in the President's plan that aroused opposition by both Congress and broadcasters was the authority to be vested in the chairman. It was proposed to give him the power to assign delegated cases to commissioners as well as to the staff.

Also receiving strong objections were provisions which proposed to change basic items in the Communications Act involving the rights of applicants.

Both presently pending bills circumvent the objections by circumscribing the power of the chairman, and making substantive changes through legislation.

FCC Split ▪ At the hearing last week before Rep. Harris, the FCC was split 5-2 over whether they prefer their own bill or Mr. Harris'. The five (Commissioners Rosel H. Hyde, Robert T. Bartley, Frederick W. Ford, Robert E. Lee and T. A. M. Craven) favored the Senate bill. Preferring the House bill were Chairman Newton N. Minow and Commissioner John S. Cross.

The FCC opposition to the Harris bill was directed primarily at its abolition of the right to mandatory review and its authority for the chairman to delegate staff functions, now resting with the entire commission.

Mr. Minow said he favored the House bill particularly because it places the matter of review at the discretion of the commission. Commissioner Cross, pointing out he had been in favor of the President's reorganization plan, declared that the Harris bill is more nearly parrallel to the White House plan.

All commissioners agreed, however, that reorganization of the commission is "almost indispensable."

FCBA Likes Senate Bill ▪ Testifying for the Federal Communications Bar Assn., Robert M. Booth Jr., president of the organization, asked that the right of review be made mandatory. He said the FCBA agrees with other provisions but is opposed completely to changes which would permit the commission to consult with key employes. At the present time, the FCC is prohibited from talking over any hearing case with its general counsel or its chief engineer. Mr. Booth said that this opposition was not unanimously agreed upon by the association's executive committee.

Mr. Booth acknowledged that the FCC-sponsored Senate bill more nearly reflects the FCBA attitude.

A proposal that an administrator be appointed as an officer of the FCC to handle non-contested cases was made by Leonard H. Marks, Washington communications attorney and one-time assistant general counsel of the FCC. Mr. Marks suggested that the administrator be appointed by the President, with the advice and consent of the Senate, and that he be authorized to handle all routine cases. This would leave the commission free, Mr. Marks said, to handle contested applications and policy matters.

Support for the Senate bill also was given by NAB. In a letter to Rep. Harris and put into the record, NAB President LeRoy Collins said that S-2034 represents the FCC's consensus. "This is the agency most affected," he said, "and its members should be most knowledgeable of its procedural needs. In our view it presents a workable and acceptable plan."

CBS told Mr. Harris that it went along with most of the proposals in his bill, but suggested various changes in those provisions dealing with the right to file exceptions to an initial decision or order and the right that these be reviewed—not necessarily, however, by the full commission. The CBS comment was signed by Thomas K. Fisher and Leon R. Brooks, vice president-general counsel, and assistant general attorney, respectively.

Mandatory Review ▪ The right of an applicant to oral argument before the Commission, or at least the right to argue before the FCC in behalf of a petition for review, should be maintained, Lauren A. Colby, Washington communications lawyer, told the House committee in a statement filed for the record.

At the very start of the hearing, Dean James M. Landis, White House regulatory aide, told the committee that review of orders decided by lower echelon panels should be left to the discretion of the commission and not made mandatory. He stressed he was opposed to having an intermediate step put between the examiner and the commission to hear reviews. He also urged that the bill specify that FCC employes have the right to discuss cases with the commission, unless they participated in the matter under consideration.

vehemently against the other three agency-reorganization plans—and for what they said was the same reason—that they would make each subject regulatory agency a "one-man commission" directly under the thumb of the President. The basic rights of litigants should not be disposed of "forever" by a mere hearing examiner, Rep. Springer added.

Some Republicans took advantage of the debate to take swipes at the Kennedy administration. Rep. H. R. Gross (R-Iowa) called the four agency plans a White House "power grab." Rep. Clare E. Hoffman (R-Mich.) echoed

Government section continues on page 87

Balanced economy makes Chicago great

WITH ANNUAL $17 BILLION TO SPEND, CITY LOATH TO YIELD NO. 2 SPOT

Stand quietly a few moments on the 39th floor of Chicago's Prudential Bldg. and let the luxury of the brand-new, million-dollar Mid-America Club soak slowly up around your shoes.

It's perhaps the best environment current by which to adjust your concept of Chicago in mid-1961. To sense more accurately the expanding depth and breadth of the sturdy economic growth that has been traditional of the nation's No. 2 market—where almost 6.9 million people this year will have some $17 billion to spend and probably will spend nearly $9.5 billion of it in the retail market.

Here in the Mid-America Club's exclusive half-acre of dining rooms, bar and promenades you find the business leaders of the Midwest who daily measure Chicago's great diversified, balanced economy of industry, commerce, distribution, packaging, research, advertising and communications. They measure a market whose gross annual product may be compared with the gross national product of an entire nation like Italy. Where 15,000 firms this year will pour $6 billion into payrolls and their output of goods will be some $21 billion in value. Where $1 billion has been spent in the last three years for new commercial construction alone.

They talk in terms of "biggest" and "as big as" or an occasional "next to New York as big as" and they have the balance sheets at hand to back them up. You can quickly tell why.

Ocean-Going Ships ▪ Look eastward, out over the broad sweep of Lake Michigan. See the cargo ships from Europe, fresh out of the St. Lawrence Seaway, heading into the world's greatest inland port. And above, the big jet turning for its approach to O'Hare, the world's largest airport that soon will surpass Chicago's Midway as the world's busiest too.

Just below at Randolph St. and Lake Shore Drive you can see where work will start soon on the $250 million hotel-apartment complex that will spur even more the downtown area's boom in adjacent living-working accommodations. The development will go up over the tracks of the Illinois Central. Look at the rails spurting south below the lake-front parks. Shining sinews that tell you Chicago is the nation's rail center (and its trucking capital too).

The private plane you see close by is gliding down to Meigs Field just to the south—there, where the helicopter is "spidering" upward for its five-minute shuttle of a dozen passengers to Midway. The small-craft fleet bobbing in the yacht harbor shows Chicagoans are quite willing and able to make substantial investments for their brief season of summer leisure on the lake.

Just west of Meigs across the boat channel is McCormick Place, the new $35-million exposition center that's already booked for trade shows up to 1970 and is the best site for the 1964 Democratic Convention if the party's

BALANCED ECONOMY MAKES CHICAGO GREAT continued

Jake Arvey has his way. That's where the auto and flower shows broke all big records this spring. Some 20,000 stockholders of AT&T sat down for lunch there in April with company officials. When they finished eating they walked to the other end of the same hall and sat down again in new chairs for the AT&T annual meeting. It was the phone company's biggest.

Mills in the Distance ▪ The smoke on the horizon? The big steel mills at East Chicago and Gary. Bigger than Pittsburgh. They're firing up more now to meet new demand, a real sign of recovery from the recent recession.

Follow Michigan Ave. south and you run into the interstate tollroads. You can drive to New York without a stoplight. Lake Calumet Harbor is south there too. You can ship by modern fast barge through the Cal-Sag Canal to the Mississippi and New Orleans. The stockyards? Still going strong even though Armour, Swift and Wilson moved their packing operations west. The yards still are the biggest market in the country for shipping, buying and selling live animals. Three-fourths of all cattle shipped live for slaughter go through the yards for the East where hundreds of smaller packers have replaced the few big names. Over 45% of the hogs and 50% of the lambs move east from there too.

Fabulous Loop ▪ Now look west out over the Loop. State St. and retail's fabulous Marshall Field, now getting its black and sooty face scrubbed by sandblasters. The deep caverns of LaSalle St., the Midwest's Wall St., topped by the huge Board of Trade Bldg., the world's biggest grain futures market. The Midwest Stock Exchange is the country's second. So is the Mercantile Exchange commodity futures market (butter, eggs) on nearby Franklin St. And the South Water Market is the world's largest produce market where every day nearly 300 varieties of fruits and vegetables arrive from all 50 states and a dozen foreign countries.

Notice the growing number of big holes where old buildings are being torn out and shiny new glass and steel skyscrapers are going up. The holes will grow when the first phase of the proposed $1.5 billion 22-year Chicago Plan for redevelopment of the Loop gets underway. The several-block federal-civic complex will be first, followed by a massive combined transportation center and other vast renewal projects.

There's the Merchandise Mart at the north end of the Loop, just across the Chicago River. It's the world's greatest wholesale buying center and the biggest building outside the Pentagon. The view is blocked from here, but east of the Mart, next to the new Chicago *Sun-Times* and *Daily-News* plant along the river is the gaping excavation where the $36-million Marina City will rise in twin circular towers of apartments and related facilities. The rentals are selling fast and the foundation isn't even finished yet.

Biggest in Marble ▪ Notice this side of the Mart, next to the Pure Oil Bldg. at Wacker Drive and State St., there's the new $22 million 41-story United of America Bldg. When it's finished it will be the world's biggest marble office building.

Young & Rubicam will be the first to move in this fall with a 20-year lease on the 16th and 17th floors. Aubrey, Finlay, Marley & Hodgson takes the 14th and half of the 13th next February. Two moves that will remind you that Chicago advertising agencies this year will spend more money for advertising in radio-tv and other media than agencies in any other market except New York.

Turn your eyes north now. Up Michigan Ave.'s "Magnificent Mile" of swank shops where you can buy a $7,500 imported tablecloth or some slight bauble of jewelry. Michigan is double-decked, you know, with all commercial vehicles and parking below. Topside the scene is changing.

Just past the Tribune Tower the Sheraton-Chicago is the new name for the $10 million face-lifting and expansion of the former Sheraton Towers. And a little bit more down the avenue John Blair & Co. is setting architectural style with its new glass and metal building. Post & Morr, successor to the former Gordon Best Co., has taken over an entire newly-remodeled floor of the Palmolive Bldg.

Luxurious Living ▪ If you go north along Lake Shore Drive you'll see one of the biggest booms in luxury apartment building in the country. West of the drive the near north side is sharing the renewal and the old Victorian mansions are tumbling to progress. A private firm has bid nearly $40 million to

The Chicago stockyards are still going strong, shipping, buying and selling more live animals than any other in the nation although the big three—Armour, Swift and Wilson—have moved their packing operations further west.

Downtown Chicago, looking eastward along the Chicago River, toward Lake Michigan. The river allows shipping to come into the heart of the city. It is world famous as the "river that flows backwards."

rebuild 20 acres of slums into modest rental apartments too.

With these close-in changes in mind, let your imagination sweep the suburban horizon from north to south, out the new expressways, out the multiple commuter train routes, out to once-rural communities that are mushrooming in population, housing and new industry and you can begin to get a grasp of the market impact of Chicago 1961.

Time for lunch? Wander over to the cocktail patio first while club manager Charles R. Bangs checks the menu. He came to head up the Mid-America staff from Maxim's in Miami Beach. As you go, keep your eye peeled and you may be able to invite several of the club's sponsor-members to join you—market decision-makers like Leo Burnett, Fairfax Cone or Maurice H. Needham.

Who's on second? Chicago or Los Angeles?

Los Angeles' claim that it has passed up Chicago as the nation's second market is a subject not to be discussed lightly with midwesterners like Thomas H. Coulter or Dr. Steuart Henderson Britt. Both will stoutly deny Chicago has been left behind, at least not yet, although Los Angeles probably will win the population race sometime long before the end of the decade.

Tom Coulter is chief executive officer of the Chicago Assn. of Commerce and Industry. Dr. Britt is professor of marketing at Northwestern U. and editor of the *Journal of Marketing* of the American Marketing Assn. He also is author of *The Spenders*, a new book that defends advertising and answers Vance Packard and associates.

Both feel their arguments have logic if you consider Chicago's traditional metropolitan area before it was hacked into two pieces by statisticians in the 1960 Census of the U.S. for reporting purposes. They contend that the splintering off of the East Chicago-Hammond-Gary portion into a separate metropolitan statistical area doesn't mean that all of these people and industries have suddenly stopped being an integral, economically inter-related portion of the metropolitan Chicago area.

The 1960 census tops its population-by-area measurement with only two markets it considers big enough to be called "standard consolidated areas." The first is New York, including northeastern New Jersey, with 14.7 million people. The second is Chicago, including northwestern Indiana, with not quite 6.8 million, but with a clear 51,765 margin over Los Angeles.

So how does Los Angeles claim to beat Chicago? By measuring its census-defined Standard Metropolitan Statistical Area (Los Angeles-Long Beach) with the remaining splinter of Chicago that the 1960 census now calls the Chicago SMSA.

Mr. Coulter insists that the "consolidated area" is the true designation of the "metropolitan area" of Chicago and will so continue.

The argument will be settled for good in 1970. Estimates: Los Angeles, 9 million; Chicago 8.1 million.

The table explains the present argument between the cities:

	Standard Metro. Statistical Area of Los Angeles-Long Beach	Standard Metro. Statistical Area of Chicago	Standard Consolidated Area of Chicago Including N.W. Indiana
1960 population	6,742,696	6,220,913	6,794,461
Land area (sq. mi.)	4,853	3,714	4,653
Counties	Two	Six	Eight

Transportation—city's secret weapon

ST. LAWRENCE SEAWAY ADDED PLUS FOR RAIL, TRUCK, AIR CENTER

What has the St. Lawrence Seaway done for Chicago? Considering the expected potential, not very much yet.

But it will, midwest shipping experts contend, and 1961 will be the year to watch. So far the first two years for the $471 million seaway have been a period of trial-and-error as big ocean vessels adjust to the operation shifts, of dock strikes, of depressed world trade and of the recession in the U.S.

In the long run the seaway gives Chicago access to 90% of the world's shipping and transforms the Port of Chicago into the biggest inland port, or at least it will be once the extensive capital improvements now underway at the port are completed and the export-import traffic volume hits its stride. It means opportunity for Chicago for greater and more economical purchase of the world's raw materials (crude rubber, for instance, began arriving last year for the first time) as well as opportunity for more profitable exporting of finished goods and grain.

Add the seaway prospects to Chicago's jet-age commercial air transportation potential and its traditional role as the rail and trucking center of the nation and you understand how this market can claim that "more people and more tons of freight can be transported to the rest of the nation from Chicago in less time, at less cost and with fewer transfers than from any other city in the nation."

World Shipping ▪ The seaway will bring the ships of three dozen major lines from around the world to Chicago ports in 1961. A typical arrival-departure schedule for any day in early June would list something like 50 ships with names you couldn't pronounce from continental ports, the United Kingdom, Mediterranean, Scandinavian and Baltic ports, the Red Sea, Persian Gulf and Asia as well as the Philippines, Japan and Hong Kong.

Chicago is near the U.S. center of population (the mid-point moved 47 miles west and 12.5 miles south in the 1960 Census to a point near Centralia) and similarly close to the country's center of industry and center of agriculture. These are among the factors which in earlier years led to Chicago's becoming the catalog mail order capital. Sears, Ward, Alden and Spiegel's plus 200 other mail order firms last year did a $5.1 billion volume, 93% of the mail order industry total. Express shipments from Chicago represent 12% of the national total and more parcel post is handled there than in any other place. Twenty trunk line railroads and over 500 common carrier truckers converge on Chicago. The Cal-Sag Canal links Chicago with the inland Mississippi system for barge shipments to the Gulf.

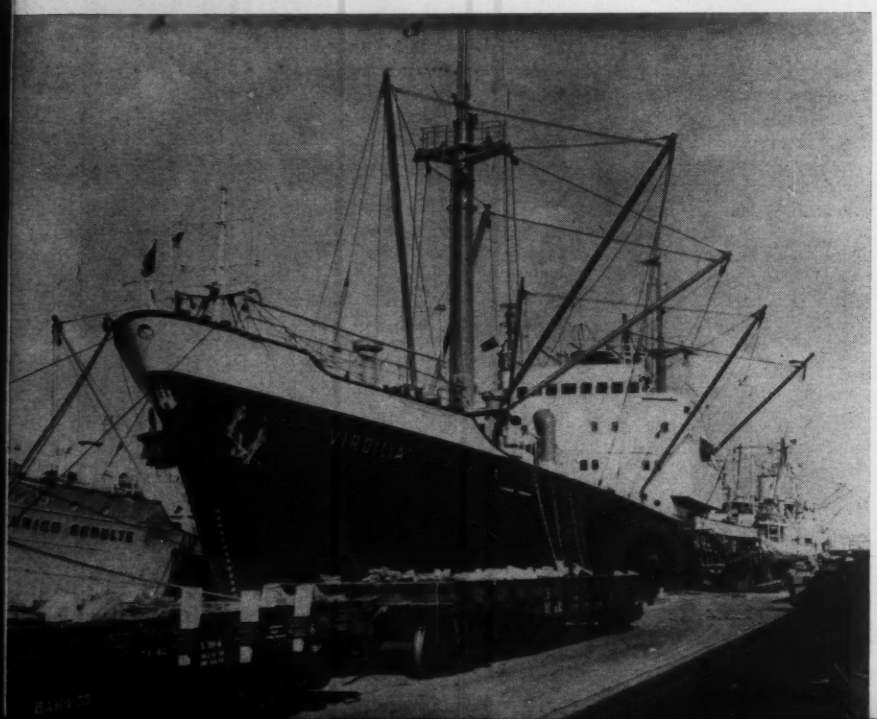
New Workers ▪ The St. Lawrence Seaway by 1965 will be directly responsible for the addition of 38,000 new workers to the payrolls of Chicago industry, according to a study by three U. of Chicago professors, Drs. Joseph A. Russell, Jerome D. Fellman and Howard G. Roepke. Their study also has found that of nearly 100 Chicago industries considered in detail, "one-quarter will be measurably benefited by the seaway; very few will be harmed" and the rest will continue as usual.

In a separate report, Dr. Roepke notes that freight rates from the Midwest to Europe have already been cut 10 to 40% depending on the type of cargo and that this new seaway competition has forced competitive reductions by truck and rail shippers to the East. Dr. Roepke estimates that public and private groups will have to invest at least $1 billion in port improvements all through the lakes if the full impact of the seaway is to be realized.

Other shipping economists estimate that $20 is added to the Chicago market by every ton of general merchandise cargo handled at the port. Volume in this category for 1961 will hit one million tons, they estimate, which does not include higher volume categories such as grain.

Accommodates Big Vessels ▪ Prior to the opening of the seaway in 1959, the old St. Lawrence system included a series of 23 locks and canals which had forced Canadian and American shippers to design a special ship called the "Canaller." These were 256 ft. long with a beam of 43.5 ft. and a draft of only 14 ft. Their cargo capacity is but 2,000 tons and presently they are in use on the Great Lakes carrying grain and newsprint. The new seaway passes ships up to 750 ft. in length with 75 ft. beam, draft of 27 ft. and cargo capacity of about 26,000 tons. The full draft cannot be used until 1962, though, when deepening of connecting channels between the lakes is completed.

Strikes a Problem ▪ Overseas shipping at Chicago really isn't as new as many think. Foreign ships that were small enough to navigate the old St. Lawrence system began calling at the Port of Chicago in 1931, chiefly the Swedish Fjell Line. Until 1959 foreign shipping growth at Chicago was modest. But in 1959 with the opening of



World shipping brings its cargoes to Chicago's Calumet Harbor where a $45-million expansion program is currently in progress.

It takes WIND to blow up a storm in Chicago

WIND is Chicago's number one radio station. WIND gains the highest ratings...wins the largest audiences...attracts the most adults. It's simple. To blow up a storm in Chicago...it takes **WIND**

Represented by AM Radio Sales
Westinghouse Broadcasting Co.

Source: Chicago Pulse, Nielsen and Hooper Reports

the seaway it suddenly more than doubled to a volume of 389,200 tons import and 413,500 tons export. When the first ship cracked through the ice last year and arrived at Chicago on April 26 optimism soared for the year's prospects, but ensuing strikes of longshoremen and grain handlers changed the picture. Overseas freight traffic at Chicago for 1960 as a result rounded out at 295,100 tons import and 470,100 tons export. Passengers for foreign ports totaled 502 last year. Total tonnage of all shipping at Chicago ports in 1960 hit 42.9 million tons with the Cal-Sag Canal traffic increasing to 7.25 million tons in 1960 over 1959's 6.1 million tons.

Some of the shipping firms are putting luxury freighter-passenger vessels into operation through the seaway, anticipating growth in both categories. The Oranje-Fjell Line, for instance, has a 60-passenger cargo ship now calling at Chicago and Moore-McCormick last year put into service the *SS Mormacpride,* built especially for the seaway trade. It's a delux air-conditioned ship that includes a swimming pool for its dozen passengers. A Dutch vessel has deluxe accommodations for 110.

Opening of the shipping season or the arrival of a new line's vessel or a ship from a new country all call for big celebrations, fireworks and champagne parties at the official level in Chicago. But it isn't all parties and profits. The season closed Nov. 27 last year as the Liberian ship *MV Francisco Marazon* departed to crack through the growing ice. The ship never made salt water. She ran aground near Frankfort, Mich., and was abandoned by the underwriters as a complete loss.

Harbor Expanded ▪ In anticipation of the increased shipping, the Port of Chicago is engaged in a $45-million expansion program at Lake Calumet Harbor, including new dock and storage facilities, back-up warehouses and a 10-million-bushel grain elevator. Channel dredging is underway and the Cal-Sag channel is being enlarged. Improvements at Navy Pier have been completed for another $2 million. Private industry is pouring capital investment into its port facilities. The big grain handler, Cargill Inc., has installed new facilities by its 23-million-bushel grain elevator at Calumet and Union Tank Car Co. has started digging for installation of its new $17.5-million tank terminal that will transfer 200 million gallons of fluids between ships, trains, trucks and barges at one time.

Despite local political pressure, Indiana will add an $80-million man-made seaport to the Chicago port district soon. The site is at Burn's Ditch on the shore of Porter County between the properties of Midwest Steel and Bethlehem Steel. Opponents who fought the plans wanted the area devoted to parks.

While the St. Lawrence Seaway has captured the public interest and attention in Chicago, the other basic transportation media have continued to quietly make records of their own. At O'Hare International Airport, for example, the world's largest airport, jet operations now are topping the 200 mark daily. Chicago's Midway has held the world operations record (and it's safety record too) for several years, but O'Hare is challenging that. With the lesser traffic volume from downtown Meigs Field added in, Chicago air passengers last year totaled 13 million, up from 1959's 12.5 million despite the slump.

O'Hare Busy ▪ Even though the $135 million jet facility expansion of O'Hare is still in progress, O'Hare had its first full year of jet operation in 1960 and the impact is impressive. O'Hare handled 5.7 million passengers last year as against 2.15 million in 1959 and 0.17 million in 1950. Midway last year slumped to 7 million from its 1959 high of 10 million (1950 3.8 million), but still was the top airport in the nation in the number of plane operations handled (376,168). Los Angeles International ranked seventh last year with 289,026 with New York's Idlewild eighth with 274,634. Tamiami (Fla.) and Miami International ranked second and third, each topping 321,000 and Washington, D.C., was fourth with 316,597 operations. Meigs came in 91st.

Unlike other places in the U.S., the railroad picture in Chicago is a bright spot, the May 25 "NBC White Paper" on NBC-TV discovered. The rail center of the nation also enjoys a good commuter service to the suburbs in all directions, augmenting Chicago's cen-

Fair weather ahead, Chicago bankers predict

Chicago's billion-dollar bankers (and its million-dollar ones too) don't need crystal balls to predict the future in the marketplace. They watch the ebb and flow of daily transactions that last year totaled $66.5 billion in bank clearings (1959 $65.2 billion). Their economic weather forecast: a few scattered clouds, but generally fair and warmer.

This conservative LaSalle St. optimism is bolstered by federal findings. The Office of Business Economics of the U. S. Dept. of Commerce kicked off its May issue of *Survey of Current Business* with the report: "Business activity in April showed clear signs of recovery from the mid-winter low."

The Federal Reserve Bank of Chicago in its May issue of *Business Conditions* observed: "Virtually all measures of general activity indicate that the recent decline was the mildest of the postwar period." Elsewhere it said: "In the aggregate, the durable goods industries, which played a major role in the recession, are expanding production. Because of the importance of these lines in the Midwest, the area can be expected to share more than proportionately in any general recovery."

The First National Bank of Chicago, which with its $3.1 billion in assets ($2.8 billion deposits) is the largest bank in the world under one roof, found the outlook generally promising at its May conference on financial management in business. Its expert on consumer finances reported personal income had reached an all-time high in April and that consumer income after taxes last year hit a record $354 billion, almost 5% above 1959.

Northern Trust Co., Chicago's second biggest state bank, in its May issue of *Business Comment* took note of the fact that business sentiment has remained confident despite the poor earnings of the first quarter when the "moderate" recession hit its low. It also pointed to steel's 25% increase in output.

Exchange National Bank's current forecast sees record industrial production in 1961, plus increased personal and government spending.

Bell Savings and Loan reports suburban apartment building volume in April at the highest point since it began measuring trends in 1932.

And how about Chicago's unique financial institution known as the currency exchange, the little neighborhood "banks" that not only cash checks for a fee but also issue money orders, collect traffic fines and issue auto licenses among sundry other services? Business is booming, they say, to the tune of some $1.5 billion a year gross.

Recognized Leadership in Chicago Radio

In the first four months of 1961, WBBM quality radio has received seven major national, regional and local awards in the fields of news, sports, special events and editorial programming in the local public interest. That's just one of the reasons why . . . there's only one.

LIVE showmanship

LIVE salesmanship

WBBM RADIO

CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

tral area complex of subway, bus and "L" facilities. One of Chicago's six commuter lines, the old Chicago, Aurora & Elgin, died a couple of years ago and currently the Chicago, North Shore & Milwaukee is fighting for its life (train crews have volunteered pay cuts and commuters have volunteered fare hikes, but the line is a subsidiary of Susquehanna Corp., a holding company, and is worth more dead than alive as a tax credit).

But the others are doing pretty well, especially the Chicago & North Western which is making a $40 million investment to modernize its commuter trains. North Western's bold new planning is being watched closely.

The Milwaukee Road is also doing the same to the tune of $7 million and both lines are building new suburban stations to replace the traditional delapidated structures most train riders are used to. Last month the Milwaukee Road also acquired 750 new roller-bearing freight cars worth $7.5 million.

Improvement Noted ▪ The results? Milwaukee Road's board chairman, Leo T. Crowley, said 1961 should be a better year than 1960 for the company's entire operation. He added that improved building industry forecasts should also mean extra long-haul traffic of lumber and forest products from the West Coast. Another bright prospect is a plan by a Seattle businessman, Beamon C. Heath, to cut Chicago-Alaska shipping time and costs by using railroad lines through Canada. 7,000 new Chicago jobs would result.

Piggy-backing of truck trailers on flatcars (called TOFC in the trade, "trailer-on-flatcar") is bringing the two major transportation competitors closer together in the Chicago market as elsewhere. But truckers on their own are growing stronger in Chicago too; already the No. 1 truck city. Over 500 long-haul common-carrier truck lines operate in the market and many of these are mammoth nationwide systems. Annual tonnage far exceeds even that of New York. One of every six people in Illinois works for the trucking industry (excluding farm trucks), according to the Central Motor Freight Assn. Great trucking terminals have been developed in the Chicago area, the newest of which will be a $40-million freight interchange at suburban Bridgeview that, when completed in 1962, will be able to handle 50-million pounds of freight on an average day and 85-million pounds on peak days. It will be partly automated.

Los Angeles may have freeways to speed its 3-million autos from here to there but Chicago has its express ways and these big arteries are speeding 2.1 million cars in and out of the city and speeding industrial and residential growth on the entire suburban perimeter. Some $152 million more of expressway projects are still under construction and in 1962 a new southwest route will join the older Congress Expressway that runs west and the Northwest and Eden links running northwest and north. The Better Highway Foundation in Washington estimates that the Northwest Expressway alone saves 50 lives a year and saves commuters a total of 60,000 hours of travel time and $65,000 in car expenses each day.

In the downtown area Gov. Otto Kerner of Illinois last month opened the multi-million dollar Ohio-Ontario exchange link between Michigan Ave. and the expressway system. More than 50,000 cars daily have gained easy access to the Magnificent Mile and merchants throughout the entire north side are beaming with anticipation of business gains. The Illinois State Toll Highway Commission last year reported significant gains too. The Chicago Skyway over the city's industrial area carries inter-state motorists to the Indiana toll road system and east. You can now drive from Chicago to Manhattan without a stoplight.

Diversified industry basis of strength

AUTOMATION MAKING MANY OF ITS GIANT PLANTS MORE EFFICIENT

Diversity, depth and automation.

These are the keys to the industrial might of the Chicago market half-way through 1961. They are opening the doors for new capital expansion, increased production and higher efficiency.

Manufacturing activity in the area shows positive response to the national upturn in steel, auto production and sales, construction and the other basic barometers. Like the rest of America, the slump "bottomed out" in Chicago the first part of the year in the eyes of local economists and now is the time for rolling up sleeves and going to work to produce more, sell more and earn more.

Chicago is the very antipode of the typical one-industry town. Broad economic balance is its great market strength and the reason why it can weather the slumps and bumps better than most any other metropolitan area. It has a wide range of manufacturing industries each of which has a depth of production capacity and capital resource that in some cases is equal to that of an entire foreign nation in that category.

Steel's Number One ▪ The Chicago market leads all other metropolitan areas of the U.S. in the production of steel (equal to that of Great Britain last year and more than Japan). It is first in machinery (non-electrical), first in fabricated metal products and first in commercial job printing (New York leads in book and publication printing).

Chicago is second in food and related products, second in electrical machinery (first in the world in manufacture of telephone gear) and second in the respective industrial categories of chemicals: stone, clay and glass products, and furniture and fixtures. The market ranks third in production of professional and scientific instruments, paper and allied products and petroleum and coal products.

Collectively they signify that value added to manufacture this year in Chicago will top some $9.5 billion and that 15,000 factories will send employes home with paychecks hitting an estimated total of $6 billion. Investments for new Chicago area industrial development in April totaled $29 million, more than double that of April 1960. New commercial building investments made in Chicago during the past three year period now have hit the $1 billion mark.

What are the local growth prospects for Chicago's biggest industry—steel—the basic barometer of what all other major industries in the area are doing (and the one that all other industries watch most closely)?

Expanding Mills ▪ "Extremely promising," said Edward C. Logelin, vice president-Chicago for giant U. S. Steel Corp. He noted that mills in the Chicago-Gary complex "are continuing to expand their steelmaking capacities . . . solid evidence of the companies' faith in the future of the midwest market" and despite temporary swings in the steel operating rate "these companies have gone ahead with a tremendous program of modernization and replacement of existing facilities."

He cited the ultra-modern structural steel producing mill (punch-card controlled) at his company's South Chicago Works as an example of the type of new installation that will guarantee Chicago's position as a major steel center. Other advantages of the market, he said, are a plentiful labor supply, excellent transportation, easy access to raw materials, access to the Atlantic Ocean via the

America's favorite TV

brings you the finest picture in television!

Again Zenith sets the standard of quality! New Service-Saver Chassis delivers TV's most dependable performance. New Gold Video Guard Tuner delivers TV's purest picture.

Now, TV that stays picture-perfect! Zenith's new Gold Video Guard Tuner *locks in* a stronger, purer picture—*locks out* picture drift and interference. New contact points of 16-carat gold deliver maximum performance—even in far-out fringe areas—without constant re-tuning. Simply tune each channel once; your picture *stays* sharp and clear!

Zenith television saves you money! No printed circuits are allowed in Zenith's new Service-Saver Chassis. It is completely wired and soldered by hand for greater reliability—saves you trouble and money. This costlier handcrafted construction means better performance every day, greater dependability over the years, and fewer service headaches.

TV you tune from across the room! Exclusive Zenith Space Command® remote control lets you change channels, adjust volume, turn TV on and off. Above, the Zenith Halden, Model G3360, in walnut veneers and solids, $495*; in ebony color, $525*. Zenith Quality TV starts as low as $169.95*.

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA, LTD., TORONTO, ONT. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 42 years of leadership in radionics exclusively.

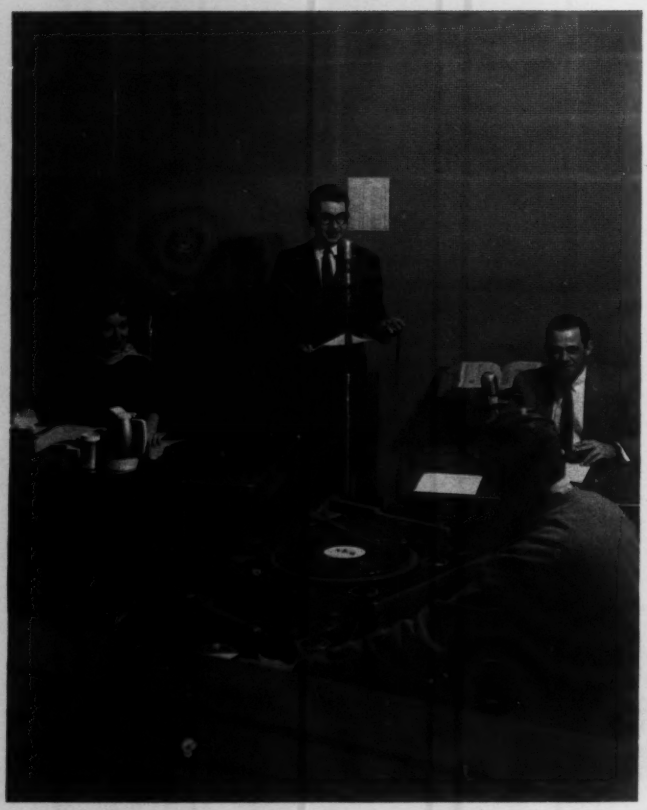
**Manufacturer's suggested retail price. Slightly higher in the Southwest and West Coast. Prices and specifications subject to change without notice.*

ZENITH

The quality goes in before the name goes on

The "color house" that qualitya

Television studio control room.



Radio studio. Show in progress.

Sales reception room.

yand integrity built

Color studio. Show rehearsal.

The WGN Mid-America Broadcast Center

finest in the nation

The only broadcasting center conceived, designed and built for color—WGN's new, ultra-modern studios offer clients a total service. There are three complete color studios, containing every facility for the production of color programs, from ID commercials to hour-long musicals. And a mobile, remote-color-unit covers any news break, sports event or other program in any part of Chicago or its suburbs. WGN's remote color facility is one of only two in the entire country!

In addition to color . . . the exciting WGN Broadcast Center is the finest, best equipped broadcast plant in the land. Its facilities—including a turntable stage for automobile commercials—are unparalleled anywhere in radio and television, in audio and video taping and in all other related services.

Owned and operated by Chicagoans, this great new WGN "color house" is dedicated to rendering greater service to all Chicagoland—to advertisers, and to their agencies.

WGN Radio and Television

2501 Bradley Place, Chicago 18, Illinois

DIVERSIFIED INDUSTRY BASIS OF STRENGTH continued

St. Lawrence Seaway and most important of all proximity to the largest steel producing markets.

Chicago's own consumption of steel in its present rebuilding and new building boom is a factor. U. S. Steel Corp. and its divisions such as American Bridge were much involved in construction of McCormick Place and presently in the new United of America Bldg.

The Chicago area has three of the nation's five largest steel mills. U. S. Steel Corp.'s Gary plant is second only to the company's plant at Sparrows Point, Md. Its South Chicago Works ranks No. 5. Inland Steel Co.'s plant at East Chicago is third in the U. S. and the company has spent several hundred million dollars on this facility in the last five years. Inland employs 23,000 people in the Chicago market with a payroll of almost $150 million. It is the only steel major to headquarter in Chicago.

Youngstown Growing ▪ Youngstown Sheet and Tube Co. also is expanding continuously at its Chicago facilities and its new Indiana Harbor cold reduction mill is now rolling tinning steel at a 70-mph rate, delivering coils 46-in. wide, 80-in. diameter and weighing 30 tons apiece. National Steel Corp.'s Midwest Steel has a new plant in partial operation and subsidiary Great Lakes Steel in August expects to complete its new automated "mill-of-the-future."

Reynolds Metals Co.'s aluminum sheet and plate mill at McCook, Ill., is one of the world's largest and employs over 2,700 with a payroll of $18 million. Reynolds puts another $6 million into the Chicago market in the purchase of supplies and services.

Another typical major manufacturer on the Chicago scene is Union Tank Car Co. which headquarters there and has jumped its annual sales from $34 million to $115 million in five years. Union is spending $9 million to turn its Phoenix Mfg. Co. rolling mill at Joliet, Ill., into a steel producer too.

International Harvester Co., at its last count in 1959, was pouring $310 million into the Chicago market annually in wages and in purchase of goods and services but with the closing and sale of its old McCormick works to the Santa Fe Railroad this will be less this year. International Harvester manufactures about 1,150 different models of machines and 236,000 parts, is continuing diversification and last fall entered the family auto field with its Scout line of cars.

Tractor Supply Co., according to Board Chairman C. E. Schmidt, anticipates sales gains over last year. Fairbanks, Morse & Co., which makes diesel locomotives, scales, pumps and closed-circuit tv systems among other things, has a $26-million order backlog. President Tom Lanphier Jr. said. Orders for new railroad car components picked up faster in May than any month since last fall, according to Joseph B. Lanterman, president of American Steel Founderies.

Packers Headquarters ▪ Although the big names in meat packing no longer pack in Chicago except for local consumption, they still headquarter there and have major research centers there. The exodus was due to obsolete plants and automation. Swift & Co. still employs 5,000 people in Chicago and soon will move its general offices from the stockyard area into a new modern building in the Loop. President E. W. Wilson of Armour & Co. indicated that diversification and his company's new industrial chemical plant at McCook indicate the pioneer meat packer may soon end up selling more to industry than to consumers. Other majors there include Oscar Mayer, John Morrell and Wilson.

Chicago's candy industry produced 1 billion pounds last year, one-third of the U. S. total, and employed over 25,000 in the market. Product value: $300 million. Among the big names: Brach, Bunte, Cracker Jack, Curtiss, Mars and Reed.

Sweet—and pretty too. Chicago is a major cosmetic center headquartering such well-known firms as The Toni Co., Alberto-Culver, Helene Curtis Industries, Maybelline Co. and Allen B. Wrisley Co.

Other big names in the consumer food-product field that headquarter in Chicago include Kraft Foods, Libby, McNeill & Libby, Quaker Oats, National Tea, Kroger (opening 10 more supermarkets in the area for a total of 72 there), Wrigley, Consolidated Foods, Derby Foods, Perkins-SOS Division of General Foods, Jewell Tea and Morton Salt.

Cans and Boxes Up ▪ Packaging is another major Chicago industry that is growing strongly too. International Paper Co.'s container division is building a major new facility at Northlake. And American Can Co., which has very extensive facilities in the area, has the industry's biggest plant at Hammond, Ind., for automated production of tin cans from coil steel. The firm employs over 5,300 in Chicago with payroll exceeding $34.1 million annually. Owens-Illinois has three operations in the market, its closure and plastics division and its Kimble Glass Co. and National Container Corp. subsidiaries. Long list of others includes Container Corp. of America, Continental Can Co., Rheem and Packaging Corp. of America.

Electronics in Chicago has been growing at an annual industry rate of about 10%, largely in "bread-and-butter" consumer lines, according to the National Electronics Conference, but the market early this year has been soft. Chicago's big three, Admiral, Motorola and Zenith, are optimistic about the second half of 1961. Their 1960 track records were mixed. Admiral suffered its first operating loss of any year, chiefly due to unusual military development costs, tooling and unprofitable appliance marketing. Motorola on the other hand

Armour Research Foundation of the Illinois Institute of Technology, in Chicago, studies laboratory animals in connection with experiments with ozone, food technology and many other biological projects.

enjoyed its biggest sales year. Motorola's first quarter this year was off considerably from the same 1960 period however. Zenith had its second best sales and earnings year in 1960, topped only by 1959. Zenith is leading producer of black-and-white tv sets, has high hopes for its new color line, to be introduced in the fall.

Other electrical goods giants in Chicago include Sunbeam, Hotpoint, Norge, Toastmaster, Webcor and the big telephone industry suppliers, Western Electric, ITT, Kellogg and General Telephone's Automatic Electric. The last firm has just consolidated 10 of its older plants in Chicago into a single new operation at Northlake.

Efficiency Increases ▪ Automation is increasing production efficiency in Chicago's petroleum refining and paint industries too. The market's big oil names include Cities Service, Clark, Pure, Sinclair, Socony, Texaco and the new giant, American (merger of former eastern American, midwestern Standard of Indiana and western Utah Refining). DuPont, Glidden and Sherwin-Williams are among the chief names in paint. In this field for example, a new one-man machine can produce enough paint in a week to supply the needs of a city the size of Springfield, Ill., for a full year.

As the commercial printing capital of the country, Chicago employs about 100,000 people with payroll topping $500 million and product worth some $1.5 billion. Last year was top. The city's big three are R. R. Donnelley & Sons, the world's largest printer; W. F. Hall Printing Co. and Cuneo Press. Donnelley prints 20 million books a year, including the *Encyclopaedia Britannica, Compton Encyclopedia* and *World Book* and telephone directories for some 1,000 cities. The company also prints big portions of *Time, Life, Fortune, National Geographic* and other periodicals plus Sears' catalogs. Hall prints Ward's catalogs and is considered first in the world in paperback pocket books.

Cuneo turns out two million textbooks a month plus extensive other color, roto and letterpress product. Cuneo recently developed magnetic inks for merchandising coupons, enabling faster sorter and tabulating of an annual volume estimated to exceed 100 billion pieces. In suburban Skokie is Rand, McNally & Co. which actually earns more from printing books, and tickets for railroads, buses and planes than from maps. Two major school textbook publishers are Row Peterson & Co. and Scott, Foresman & Co.

Chicago's Bell & Howell is busy in diversification moves, is going into the amateur color film market with duPont. Another major photographic equipment maker on the local scene is Revere Camera Co.

Clothing and Shoes ▪ Well-known names in apparel and shoes base in Chicago but serve a nation. These include Hart Schaffner & Marx, B. Kuppenheimer, A. Stein and Florsheim.

Like marketing research, scientific research pours payroll and profits into the Chicago market. Southwest of Chicago is the $100-million Argonne National Laboratory with an anual operating budget of $50 million and expanding about 10% yearly, Dr. Norman Hilberry, director, said. Other centers are at the U. of Chicago, which gave birth to the first nuclear chain reaction in 1942; Armour Research Foundation, with a new $2 million contract to study radio interference; Illinois Institute of Technology and Loyola. The U. of Illinois new $50-million Chicago center will be ready in 1964. Northwestern is planning to expand into fill area in Lake Michigan.

Over $225 million worth of expansion programs are underway at Chicago area medical institutions and hospitals, where one out of every five American physicians has studied. Of the commercial medical suppliers, Abbott Labs. is a world-wide empire that headquarters in North Chicago. Its scientists probe the biochemical mysteries of life and also produce medical products. Sales were up last year, new capital expansion in the U. S. and in a number of foreign countries is planned this year.

Center for Insurance ▪ Insurance is big business in Chicago, as the new marble skyscraper of the United Insurance Co. of America testifies. Another national leader in accident and health policies, Combined Insurance Co. of America, is giving Chicago's north side a boost with its new $1.75 million headquarters building that will double its staff and operations as part of a five-year growth plan.

Government is a major "industry" on the local scene. The City of Chicago, for example, is spending over $558 million this year for its multiple operations, including $148 million in capital improvement projects.

If the nation is not fully aware of the industrial might of the Chicago market now, it will be by the end of another year. The U. S. Chamber of Commerce has elected a new president. He is Richard Wagner, board chairman of Champlin Oil and Refining Co. Chicago's prosperity proved his too—from a start as a $5-a-week bank runner Mr. Wagner has advanced to a $70,000-a-year executive.

In this casting house of a blast furnace at Indiana Harbor a bottom pouring of molten iron is made from the furnace, silhouetting workers in the light from the stream of iron flowing in the sand channel along the floor.

Crime in Chicago

Chicago will offer no quarrel with Los Angeles over federal statistics which show that Los Angeles leads the nation in the ratio of major crime to population. But unfortunately, like all major cities, Chicago has its serious crime problems too and in four categories Chicago ranks No. 1. These are forcible rape, aggravated assault, burglary and auto theft. Both Federal and local authorities are giving renewed attention to the problems there however. Like it or not, gangsters still do big "business" in Chicago, an estimated $2 billion-worth each year.

Portrait of 6 announcers at work

Yes . . . six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown above. It gives you maximum use of staff voices with only one man on duty. ATC records spots, programs, special effects, music . . . anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, pushes a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage.

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AUTOMATIC ATC TAPE CONTROL

209 E. Washington St., Room 102
Bloomington, Illinois

CONVENTIONEER'S MECCA

Facilities for meetings are best in the nation; city is headquarters for many trade associations

If the St. Lawrence Seaway's slow start disappointed midwesterners, they have forgotten all about it in their enthusiasm over McCormick Place—Chicago's new status symbol as the nation's great central market, a city that is filled with an array of special commercial and industrial "markets" where the world can buy and sell just about everything.

This $35-million spectacle of architectural triumph on the city's lakefront is more vast than Rome's Circus Maximus. And all three-blocks long, one-block wide and 10-stories high of it is enclosed, air-conditioned and fully equipped to absorb an influx of 30,000-50,000 people an hour without congestion. It can feed them in smart restaurants and cafeterias, entertain them in a technically-superb 5,000-seat theatre (the Metropolitan Opera recently used it with considerable success), inform them in a smaller 500-seat lecture hall or art gallery or more than two dozen meeting rooms and expose them on the main exhibition floor to as many as three major display-type conventions at one time.

Enormous Hall ▪ The main exhibition floor is as big as six football fields. Truckers can drive onto it to deliver at booth site, if necessary, although the building's regular loading docks can berth 50 large trailer rigs at one time.

McCormick Place has clinched even more firmly Chicago's claim as the biggest, most profitable trade show and convention center in the nation—to the $250-million advantage of the local market's economy and to the profit of both buyer and seller. McCormick Place will attract 4 million people and an estimated $32 million in new trade show business by the end of its first operating year in November, based on the present booking data. This covers major conventions that have chosen Chicago this year rather than another city and does not include trade shows switched to McCormick from Navy Pier (which has suffered some from the newer facility) or the International Amphitheatre at the stockyards (which is holding its own very well for heavy industry-type shows).

Drive Started in 1927 ▪ McCormick Place's birth last year climaxed a civic crusade begun in 1927 by the *Chicago Tribune's* Col. Robert R. McCormick "to build Chicago the best convention hall in America." The labor pains were a final decade of bitter political wrangles at both the state and local level and frequently it was nearly aborted.

Chicago's great shows of the past, the Columbia Exposition of 1893 and the all-time biggest, the Century of Progress in 1933, have been succeeded by weekly streams of businessmen and visitors to buy and sell or look and listen at the variety of shows held there today. These conventions will total 900 this year and will bring 1.1 million out-of-town buyers

Utilities one of city's big employers

The biggest employer in the Chicago market—and the entire state of Illinois for that matter—is the Illinois Bell Telephone Co. About 30,000 of the company's 37,000 workers are in the metropolitan area. The total annual wages are nearly $250 million and plant investment is $1.5 billion.

Illinois Bell's subscribers increased 59% during the past decade, from almost 2.6 million in 1950 to nearly 4.1 million in 1960, some 1.9 million or 80% of these in the Chicago area. The company has spent about $500 million since 1958 on service modernization. The daily phone traffic totals about 17 million calls, including 860,000 long distance. In 1960, Western Electric Co., the Bell System's manufacturing and supply unit in Chicago, spent some $88 million with 3,200 suppliers in the metropolitan area for goods and services.

Commonwealth Edison Co., electric supplier to Chicago and the upper third of the state, will spend $640 million in the next three years on capital improvements, bringing construction expenditures since 1945 to a total of $2.2 billion. The company paid nearly $105 million in wages last year to nearly 14,000 employes, most of them in Chicago. Consolidated's Dresden nuclear-powered generating plant is the country's first major installation of its kind in commercial service. Northern Indiana Public Service Corp. spent over $35 million last year and will invest another $87 million this year and next to keep up with the expanding needs of the market.

WBKB
CHANNEL 7

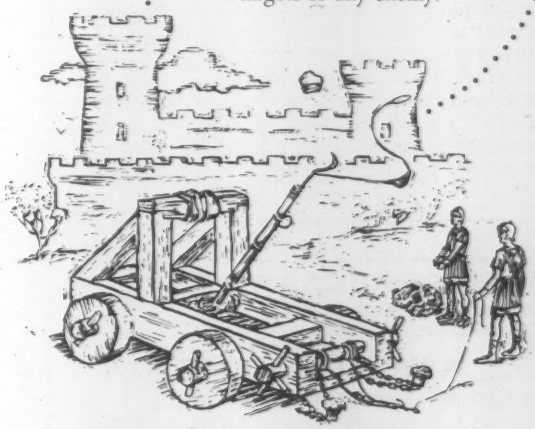
PROUDLY PROGRAMS TWO IMPORTANT SPECIAL INFORMATION TELECASTS

"ARGONNE REVISITED"

A prestige documentary to be shown early Fall in prime time. Norman Ross... Chicago's most accepted television personality... will narrate the dramatic, one-hour account of the latest uses of atomic science for peaceful purposes. Last year WBKB—Channel 7—programmed "Inside Argonne," a telecast acclaimed by both public and press. The original program was later rebroadcast on the ABC Television Network... won the Illinois Associated Press Radio-TV Association's award for the best television documentary of 1960. We sincerely believe that "Argonne Revisited" will surpass its successful predecessor as a vital, public-service information program aimed at all Chicagoans.

"IS CHICAGO DEFENSIBLE"

The second special one-hour telecast to be programmed in prime time this Fall. With Norman Ross narrating, the telecast will reveal, for the first time, the amazing and complete story of Chicago's defenses against air attack. Viewers will see how the North American Air Defense Command controls the Dew Line, the Mid-Canada Line, the Pine Tree Line and the local perimeter beginning at Madison, Wisconsin ... ending with Nike missile batteries within Chicago. Even with all this, can Chicago be successfully defended? What, if any, are the weak points? What do critics say about the defensibility of great cities? "Is Chicago Defensible?" explores every facet of the defense of Chicago—one of the two top military targets of any enemy.



We at WBKB... Channel 7... are hopeful that both of these distinctive programs will set new highs in Chicago television broadcasting.

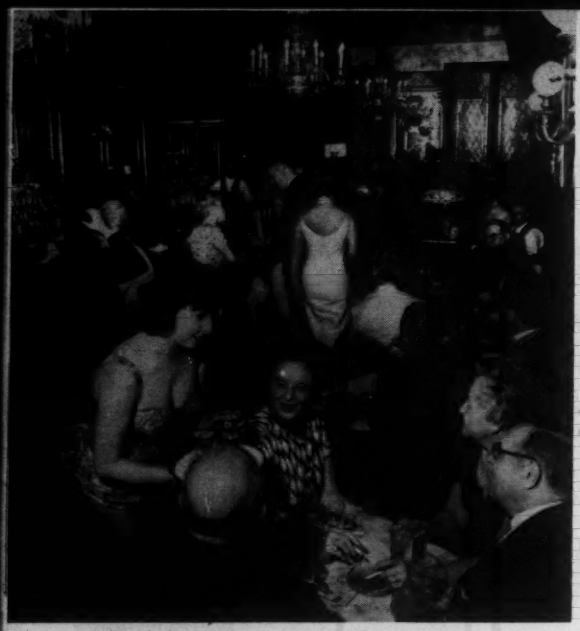
Tie your advertising... your client's advertising... to one or both of these new, prestige programs... programs that will be Chicago TV events to remember!

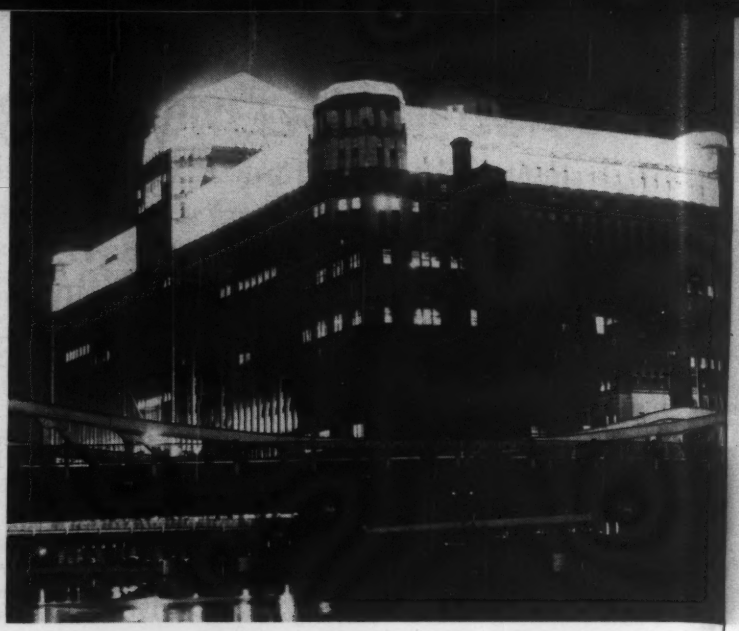
Your WBKB salesman or any Blair-TV Representative will be glad to give you further details.

abc

A GOOD CHICAGO HABIT... **WBKB**—CHANNEL **7**

An Owned-and-Operated Station of the American Broadcasting Company A Division of American Broadcasting-Paramount Theaters, Inc.





Buyers flock to Chicago, partly to refill depleted stocks at markets like the Merchandise Mart, at right, and partly to live it up at clubs like the Gaslight, at left. The Merchandise Mart claims to be the world's biggest building, next to the Pentagon in Washington. Chicago's wholesale trade this year will hit $22 billion.

CHICAGO IS A CONVENTIONEER'S MECCA continued

and delegates to the city. They will spend some $185 million personally and together with the spending of local participants, the spending by outside exhibitors for local services and facilities and the group expenditures for things like banquets and parties, the Chicago economy will grow $250 million richer. Retail stores alone will get over $31 million, restaurants another $50 million, hotels $58 million, nightclubs and related entertainment places almost $19 million (ever see the girlie poster trucks wheeling along State St. in the evening?) and "beverage" dispensers $12.5 million.

Chicago easily tops New York in the number of shows and attendance since Manhattan can't handle a convention the size of one like the National Machine Tool Manufacturers Show in 1960 at Chicago's International Amphitheatre. Attendance: 160,000. It's held every fifth year and returns to Chicago in 1965. Some 42% of the conventions held in Chicago are trade or business shows.

Specialized Markets ▪ Apart from these, Chicago is a major marketing, packaging, research, advertising and mass communications center too. Some of its specialized markets like the Merchandise Mart, American Furniture Mart, the Board of Trade (grain futures) and the Union Stockyards are the largest in the world in their respective fields and in case of the Merchandise Mart and Furniture Mart the volume of business done there is so diversified and so huge no one will venture an estimate of its volume.

Others like the Mercantile Exchange (butter and egg futures) and the Midwest Stock Exchange are next to the top. For a laugh or a fast buck there is always Sunday morning on Maxwell St., Chicago's answer to the flea market of Paris. Chicago also does 93% of the nation's total catalog mail-order business. And sellers to the military and government can glean several billion dollars in Chicago annually.

Chicago's wholesale trade this year will hit an estimated $22 billion. The 1958 business census showed Chicago with $19.4 billion (Los Angeles $13 billion).

Chicago-based advertising agencies, according to the 1958 business census, ranked second in the nation with receipts of $639 million (New York was first with $1.9 billion, Detroit third with $335 million and Los Angeles fourth with $220 million) and spent some 14% of their billings in tv and 7% in radio to help move the goods of their clients.

Home for Trade Groups ▪ Chicago also is home for some 1,800 trade associations and is headquarters for major marketing research organizations, the biggest a world-operator, A. C. Nielsen Co., and others like Market Research Corp., Social Research Inc. and education-affiliated groups like the U. of Chicago's National Opinion Research Center. Great market service firms center in Chicago too, like the R. H. Donnelley Corp. which will send one billion pieces of mail this year in behalf of clients such as Procter & Gamble and General Mills. Nationally-important communication service firms

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Send to home address——

*Occupation Required

are leaders on the Chicago scene too, tv film and business film producers like Fred A. Niles Productions (the market's biggest and most diversified claiming about $1-million worth of the total annual $3.5 million in film business done locally by Chicago advertising agencies), Atlas Film Corp., Filmack Studios, Sarra Inc. and Wilding Inc.

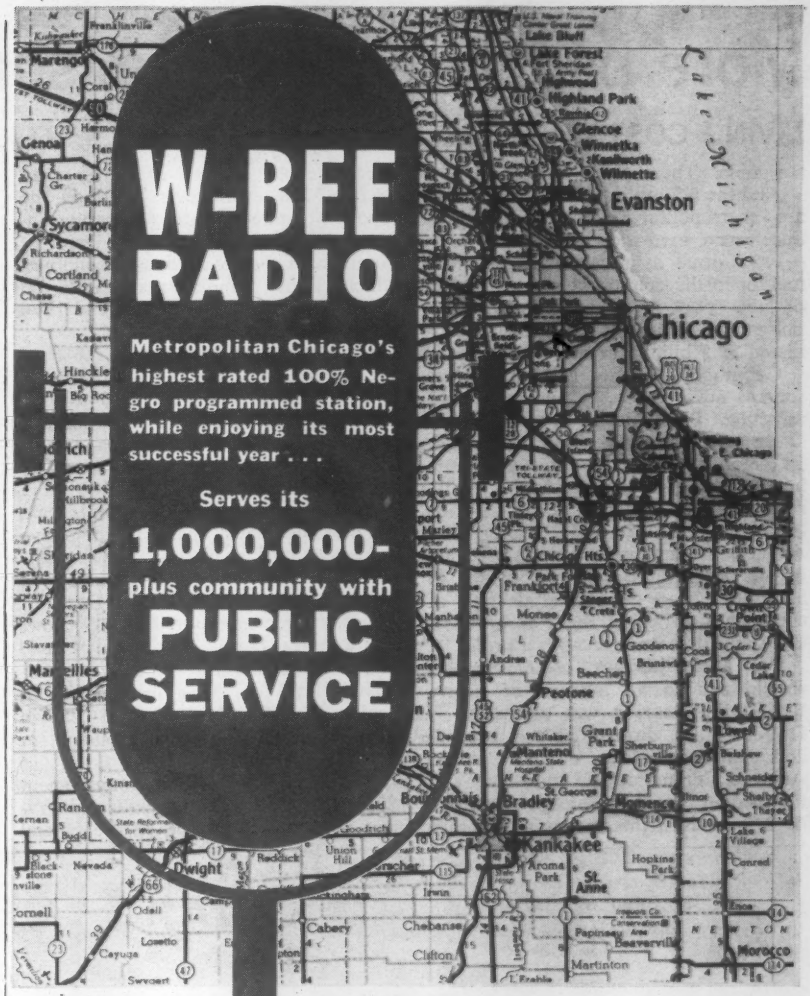
The growing significance of Chicago's complex of marketing, packaging, research and service organizations may be seen from a comment by Robert H. Quayle, president of the Norge Division of Borg-Warner Corp. Noting that the 1950s have been known for advances in the physical sciences, he said the 1960s "will be known for advances in scientific marketing." With industry's development of tremendous production capacity, he said we may "soon find ourselves facing the serious problem of what to do with a huge surplus of material, manpower and machine power." But he feels marketing advances will meet this challenge.

World Its Oyster ▪ In this respect, Chicago is now looking to a world, not just a national, market for future growth. The Chicago Assn. of Commerce and Industry publishes a 202-page *World Trade Guide* filled with listings of exporters and importers based there and the lines they handle. The association also will sponsor its third international trade fair at McCormick Place July 25-Aug. 10. Last year's show attracted 35,000 international buyers and orders placed during the show totaled some $30 million with follow-up orders adding another $150 million.

Among Chicago's traditional big markets are the home furnishings and mail order fields. Of an estimated $4 billion that Americans will spend this year for home furnishings, about half will involve trade orders that flow through the Merchandise Mart (visited by 100,000 buyers a year) and the American Furniture Mart (whose annual January and June shows each draw some 30,000 professional buyers). Big three of the mail order world are Sear's, Ward's and Spiegel Inc., but the first two are major store operators as well. Spiegel actually has the biggest Chicago plant of the three and in the last five years has doubled its volume to $269 million and doubled its number of Chicago employes to 16,000.

Chicago employs the more indirect subtle approach to selling on the national scene too. Next month's gigantic all-media promotion for the common hot dog is the business-building effort of the National Hot Dog and Sausage Council, an activity of the meat industry casing supplier, Tee-Pak Inc., which is a client of Harshe-Rotman Inc., national public relations-publicity firm.

So it doesn't matter who has the mustard. Chicago can cut it.



PROGRAMS Manion Forum • Your Alderman Speaks • Reflection In Thought • Open Book • Senator Reports • Your County Health Report Safety News • Aunt Jemima Talent Hunt • Devotions And Music • United Negro College Fund Choir • Sunday Morning • Block Party

CAMPAIGNS Goodwill Industries • Mental Health Society • Guiding Eyes For The Blind • Red Cross • Civil Defense • YMCA • American Cancer Society Chicago Heart Society • Teaching Careers • Illinois Youth Commission Boys Clubs of America • Overseas Secretaries • Campfire Girls • Easter Seals • Health Scholarship • N.A.A.C.P. • Evanston North Shore Urban League • Parent-Teachers Association • Religious Overseas Aid • "Save Your Vision" Week • Heart Fund • Brotherhood Week • State of Illinois Chicago Boy Scouts • Chicago Child Care Society • Alien Address Report • March Of Dimes • Tuberculosis • U.S. Savings Bonds • Board Of Education • Civil Service • Crusade Of Mercy • U.S. Post Office National Safety Council • Ada McKinley House • Hadley School—Blind, Retarded Children • Foundation For Asthmatic Children • Abraham Lincoln Center • Retarded Children Campaign • Cerebral Palsy • Board Of Elections • Missionary Society • Fire Prevention • Registration Campaign Citizen Safety • Kiwanis Peanut Sales • Keep America Beautiful • Urban League • City Of Chicago • Chicago Trade Fair • Condition Red Prevention Of Blindness • M.S. Hope Chest • Leukemia • United Negro Fund • National Baptist Council • Poppy Campaign • Weather Bureau 1960 Census • Arthritis • Christmas Seals • Kidney Disease • Illinois State Police • Lions Of Illinois • Pharmacy Week • Sister Kenny

SPONSORS American Tobacco Company • Clabber Girl Baking Powder • Richard's Wild Irish Rose Wine • Barbasol Company • Continental Casualty • Armstrong Cork Company • Humble Oil & Refining Company • Tip Top Bread • Arrid Deodorant • Rem Cough Remedy Champale • Silvercup Bread • Open Pit Bar-B-Q Sauce • Muntz TV Scott's Emulsion • Quaker Oats Company • SSS Tonic • Nadinola Cream Black Draught Syrup • Dixie Peach Pomade • Creomulsion • Schlitz Beer • Drewry's Ltd. U.S.A. • Godefroy's Larieuse • Hills Bros. Coffee Pet Milk • Vaseline • Pontiac Automobiles • Folger's Coffee • Carolina Rice • Manischewitz Wine • Artra Skin Cream • 666 Cold Remedy Roma Wine • Roi Tan Cigars • Standard Brands • Norforms • Chase & Sanborn Coffee • Vee-Jay Records • R. J. Reynolds Tobacco Company Butternut Bread • Squirt Bottling Company • Chesebrough-Ponds Corp. Riceland Rice • Milnot • Bell Telephone Company • Commonwealth Edison Co. • Walgreen Drug Company • Wrigley's Gum • Sloan's Liniment • Long-Aid • B.C. Remedy Headache Powders • Lydia Pinkham Sulfur 8 • Modess • Carson, Pirie Scott & Co. • Swamp Root Medicine Miller High Life Beer • Royal Crown Hair Dressing • Kool Aid • Blue Cross Hospital Plan • Wonder Bread • Mum Deodorant • Carnation Company Goldblatt's Dept. Stores • Italian Swiss Colony Wines • Feen-A-Mint Texaco Gasoline • Pepsi Cola • Maxwell House Coffee • Gloss 8 • C & H Sugar • Ford Automobiles • Sinclair Gasoline • Black & White Ointment Allied Florists • Nescafe • Maine Sardines • Hamm's Beer

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HO. 2-4939
San Francisco:
249 Pine Street
EX. 7-6187

More people earn more, spend more

LIVING COSTS HIGHEST IN THE COUNTRY, U.S. STATISTICS SHOW

People. There's your market.

And the 6.9 million people who today are metropolitan Chicago will produce more, earn more and spend more —or at least as much as—any other market in the country this year outside of New York. Their spending for retail purchases in 1961 will be an estimated $9.5 billion, or more.

Geography, climate and natural resources never made, earned or bought anything. But Chicagoans have turned an unglamorous plain beside a big, cold, temperamental lake into the economic heart of America by ignoring the windy, robust climate (local wags say Chicago has only two seasons: winter and August) and making the most of being in the center of a vast region rich in agriculture and raw materials and of the means to bring them in, process them and ship them out—at a profit.

Per capita income of Chicagoans should run to an average of nearly $2,850 this year, it was estimated by DeVer Sholes, director of the research and statistics division of the Chicago Assn. of Commerce and Industry. With the median family in Chicago composed of 2.9 persons, this means an average per-household income of better than $8,250. The estimate is based on the report of state-by-state per capita income for 1960 by the U. S. Dept. of Commerce Office of Business Economics which finds Illinois' per capita at $2,654. up 2.8% over 1959. The 1960 national average was $2,242.

High Income ▪ "With only 5.6% of the population of the U.S.," Mr. Sholes noted, "Illinois last year had a total amounting to 6.67% of the country's total personal income." Chicago runs a minimum of $150 above the state average, he said.

But Chicagoans need the extra margin because they must spend more to live than any other market in the country, based on research by the Bureau of Labor Statistics of the U. S. Dept. of Labor. A recent report by BLS shows that a typical family of four must spend $6,567 to maintain a "modest but adequate" level of living in Chicago as against $5,970 in New York, $6,285 in Los Angeles, $5,370 in Houston or $6,147 in Washington, D. C.

Big Spenders ▪ Chicagoans spent $9,030,795,000 for retail goods and services in 1958, according to the official U.S. business census of that year, just a shade under Los Angeles' $9,039,448,000 (Philadelphia $4.9 billion, Detroit $4.4 billion, San Francisco $3.6 billion, New York $18.5 billion).

Local economists this year expect Chicago retail sales to top $9.5 billion, up some from last year.

Some $2.2 billion will be spent for food. Better than $1.3 billion will go for new cars and accessories and Chicagoans this year will drive their 2.1 million cars into 5,000 service stations and spend another $580 million. Estimates for general merchandise spending range from $1.1 billion to almost $2 billion but the predictions for apparel are pretty close to $700 million and home furnishings (including appliances) about $450 million.

Broadcasting Market ▪ This is the Chicago market encompassed by the standard consolidated area (counties of Cook, Lake, McHenry, Kane, DuPage and Will in Illinois, Lake and Porter in Indiana) and delivered by the market's four commercial tv stations, 29 am outlets and 20 fm stations. Chicago's four tv stations, however, and its more powerful radio stations deliver an even

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OUR NEW ADDRESS

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Chicago 11, Illinois
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JOHN BLAIR & COMPANY
founded 1933 – exclusively radio

BLAIR-TV
founded 1948 – the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES
founded 1954 – a further extension of the Blair principle of specialized tv selling

greater market—of which Chicago is the hub—and saturate it more effectively than any other media.

Tv's Grade B contour, for instance, sweeps in an area that touches the four states of Illinois, Indiana, Michigan and Wisconsin and including a population of some 8.5 million. The 0.1 mv/m contour covers more than 9 million people who last year spent some $13 billion retail. Chicago's clear-channel radio stations serve a primary daytime market of more than 17 million people. This includes over 5 million radio homes as well as 3.1 million auto radios.

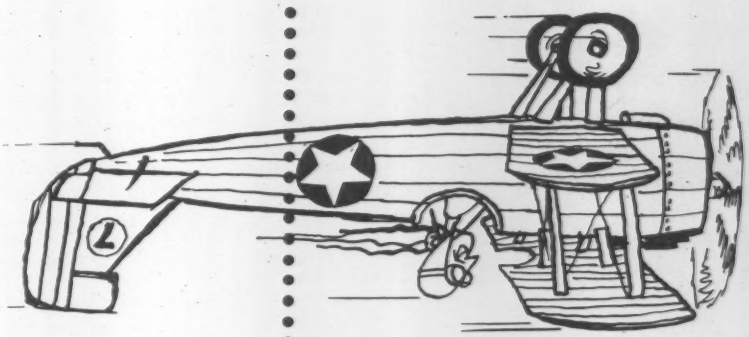
Although the rating services count audience for stations in a given market regardless of where that audience may be found, they do use standard base definitions of the metropolitan area and in the case of Chicago these definitions vary with the rating company. Pulse, for instance, uses the present eight-county area defined by the 1960 Census as the Chicago SCA (Standard Consolidated Area), which is the metropolitan Chicago definition used throughout this market study except where otherwise indicated. Both Nielsen and ARB use the previous census definition of six counties (the same as the present Chicago SCA but minus Porter County, Ind., and McHenry County, Ill.).

Rating Services' Chicago ▪ Pulse's Chicago is estimated to include 2,013,300 radio families and 1,924,700 tv homes (94.1% tv saturation). ARB's metropolitan Chicago includes 1,980,900 tv homes. ARB also gives 2,331,100 tv homes for its total Chicago survey area. Nielsen's Chicago metro area (January 1961) includes an estimated total homes of 2,107,400 with tv totalling 1,976,500 and radio 1,924,000. Chicago fm saturation, by conservative estimate, now is 43% with more than 800,000 sets.

Up One-Fifth ▪ The Chicago SCA (standard consolidated area including Indiana's Lake and Porter Counties) had a total population of 6,794,461 in the 1960 Census, an increase of 21.6% over 1950. The Chicago SMSA population totaled 6,220,913 for 1960, 20.1% over 1950. The increase of households 1960 vs. 1950 indicates an expanded market of young families in greater Chicago, families whose consumer product needs are larger. Households in the consolidated area totaled 2,058,320 in 1960, an increase of 25.9% over 1950. Chicago SMSA households totaled 1,897,917 in 1960, up 24.7% over the previous census figures.

The City of Chicago itself in the 1960 Census had a population of 3,550,404, a decline of 1.9% from 1950. The total of 1,157, 409 households, however, represented an increase of 6.5% in that period. An analysis of census tracts by

ANYWAY YOU LOOK AT IT.



WLS RADIO IS FIRST IN CHICAGO

That's right! There's no "who's on first game?" in Chicago Radio. WLS is now FIRST . . . anyway you look at it.*

FIRST!—Monday thru Friday (6 A.M. to Mid.)

FIRST!—Monday thru Saturday (6 A.M. to Mid.)

FIRST!—Weekends (6 A.M. to Mid. Sat.; Noon to Mid. Sun.)

FIRST!—In 40 out of 72 surveyed quarter hours, M-F

Share of audience dominance! Dramatic proof that Chicago likes the bright new sounds of WLS. We'd like you to check PULSE before you buy Chicago. You'll find anyway you look at it . . . WLS is your best buy!

*PULSE: Chicago 8 County Area—April 1961

WLS

See your JOHN BLAIR man
Owned and operated by AMERICAN BROADCASTING—PARAMOUNT THEATRES, Inc.

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there is always the better sound of the world's most beautiful music.

effectively used by . . . .

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MORE PEOPLE EARN MORE, SPEND MORE continued

Commissioner of City Planning Ira Bach showed that the city's white population declined 12.8% during the decade while the nonwhite population (99.7% Negro) jumped 64.4% to a total of 837,655. The City of Chicago now is 24% Negro (1950 14%) and within all of metropolitan Chicago the Negro population now comprises a distinct market of 1.25 million (14.8%) that is served by the Negro programming of local radio stations.

The suburban boom is well documented in the 1960 Census. The Northeastern Illinois Metropolitan Area Planning Commission observed, for instance, that the increases ranged from a conservative 7.7% in conservative Evanston to 880.3% for Schamburg township and 768.4% for Harwood Heights. Collectively the largest growth in any 10-year period in history. A 20-year comparison based on the 1960 Census, made by Dr. Martin H. Bartels of Northwestern U., showed Cook County outside of the City of Chicago up 137% while DuPage County gained 203%, Lake 143% and McHenry 126%.

What's Ahead ▪ So where will it all lead to? A population of 8.1 million by 1970 and 9.9 million in 1980, according to a study by Philip M. Hauser and Beverly Duncan of the U. of Chicago. And where will it come from? Chiefly suburban communities like Streamwood (population 4,820), a young community near Elgin and this past year's winner in the state fertility rate. Streamwood has more children under the age of 5 than it has women of child-bearing age (15-49 years). This gives it the prize ratio of 1.186. The state average is 0.483. Runners-up are communities like Country Club Hills with 1.158, Sauk Village 1.153, Hoffman Estates 1.129, Elk Grove Villege 1.101 and East Chicago Heights 1.006.

What has happened to the gloom-and-doom talk about this last winter's unemployment in the Chicago area, a region of surplus labor like many other industrial markets (in the unskilled and service categories yes, but not in certain high skills where qualified workers actually are scarce)? The recession has "bottomed out" and there are encouraging signs of increased industrial activity.

Unemployment Slackens ▪ The Illinois State Employment Service's May report on the Chicago area observed that total employment continued to drift downward during the first quarter of the year "but the rate of decline was perceptibly lower than in the previous three quarters." Mid-year graduates from high school and college entering the labor market didn't help, ISES said, and unemployment swung from 180,000 in mid-January to 200,000 in mid-February and down to 195,000 in mid-March (about 7% of the total labor force). A bright spot is a preliminary report of a further 12.5% drop in unemployment to 170,400 for April (6.1% of total labor force; U.S. average is 7%).

ISES' report showed 2,301,300 persons employed in all industries for March (not including categories such as self-employed or domestics), off about 54,000 from the same month in 1960. This report does not include the Indiana portion of the market but Henning Forsberg, president of Blaw Knox Co. and of the East Chicago Chamber of Commerce, finds economic conditions in that heavy industry area definitely on the upswing.

Workers in the highly unionized building trades have fared rather well, considering their wage scales and the continued high level of commercial construction in the area.

Slump 'Not So Bad' ▪ How hard did the slump hit the Chicago market? By some measures perhaps not as hard as many thought it would. Construction permits issued for new homes certainly headed downward (a trend that began when mortgage money became tight in August 1959) and in March was still off slightly from the same month the year before. A report of the Federal Home Loan Bank, however, showed that for the same month mortgages negotiated for new homes under construction were up 34% and mortgages negotiated for purchase of existing homes had jumped 27%.

W. A. Wecker, president of Marquette Cement Mfg. Co., Chicago, late last month predicted that the improved activity in new construction means 1961 housing starts will top 1960 by 4% in the Chicago area.

Store Sales ▪ Chicago department stores, despite the slump in 1960, topped the record sales volume they enjoyed in 1959, but sales for the first three months of this year were off slightly from the same period of 1960.

Obviously Mr. and Mrs. Chicago have been still putting their spare money into their piggy banks for just a little while longer. They already had helped Chicago's savings institutions enjoy a record year in 1960.

Chicagoans also have taken time off for plenty of recreation and they have spent a good portion of their earnings for commercial sports. Like a record $1.64 million in 1960 to see the Chicago White Sox (the previous Chicago record was $1.4 million in 1929 for the Cubs). Paid admissions for the Cubs last year was $0.8 million. And for the horses? Legal betting at the thoroughbred tracks last year was $214 million.

What about the corner bookie? You'll have to ask him.

Continued from page 66

and amplified: the "New Frontier" is just a catchy name, he said, employed by the most ruthless political organization he has ever known, which in killing the FCC plan and letting the other plans take effect, can "be on two sides of the same question at the same time." Rep. John B. Bennett (R-Mich.) thought White House adviser James M. Landis made Sherman Adams' foibles seem amateurish when he told a congressional committee he sees no harm in a White House agency overseer telephoning an agency to "inquire about a case." Rep. John R. Anderson (R-Ill.) saw in the Kennedy agency plans an attempt by the executive branch to usurp powers that rightfully belong to Congress.

A Need ▪ Rep. Harris thought there is need for an FCC plan, but one resulting from legislation, minus the features of the Kennedy plan he considers objectionable. He feels certain his Regulatory Agencies Subcommittee will support his own bill (HR 7333) to reorganize the FCC.

Rep. Paul C. Jones (D-Mo.) said he favors congressional rather than executive action in reorganization of the FCC, but that if Congress doesn't pass a bill he hopes the President will resubmit the FCC plan, because the FCC's thinking is "dominated" by radio and tv networks. Rep. Jones' family owns KBOA-AM-FM Kennett, Mo.

Reps. Henry S. Reuss (D-Wis.), Samuel S. Stratton (D-N.Y.), Sidney R. Yates (D-Ill) and David S. King (D-Utah) supported the Kennedy FCC plan.

Rep. Dante Fascell (D-Fla.) was Democratic floor leader for debate on the resolution, submitted by Rep. John S. Monagan (D-Conn.) to veto the plan. Rep. Hoffman led Republicans.

AFM says WWL-TV case just a starting point

The American Federation of Musicians is persisting in its attempt to have the FCC set for hearing the license renewal of WWL-TV New Orleans for not programming live local talent as it had indicated in its programming form some three years ago (BROADCASTING, May 1).

Petitioning the FCC, the union denied the WWL-TV assertion that it was not a party in interest, claiming it was "economically aggrieved" by the station's failure to hire musicians. AFM quoted Chairman Minow's NAB speech referring to having local hearings so the public can express itself and said this was a similar situation.

AFM said it did not expect "slavish adherence" to programming promises but that it does expect that when a licensee wins a facility through certain pledges it will keep them "within reasonable limits"—citing that WWL-TV promised 24.27% live local programming and actually broadcast 11.6%.

That other stations may be worse in their programming is no excuse for WWL-TV, the union held. It said it had no dark and sinister motive in choosing that particular station to oppose, but that such campaigns must start somewhere and AFM picked WWL-TV.

Appeals court backs FCC action, but . . .

The U.S. Court of Appeals in Washington upheld the FCC last week—but it was one of the most reluctant affirmations in recent FCC history.

The court said the FCC was right in denying an application by Greenwich Broadcasting Corp. for 1490 kc in Greenwich, Conn., because of interference to WNLC New London, Conn., (also on 1490 kc), but it castigated the commission for not delaying final action on the Greenwich application until it acted on WNLC's request to move to 1510 kc (granted last year).

This would have obviated the interference and permitted the grant to Greenwich Broadcasting, the court said. The commission refused to do so because of the agency's practice of not giving contingent applications "any undue advantage over other applicants who may wish to file for the frequency to be vacated."

It would have been more equitable, Circuit Judge Charles A. Danaher wrote, for the commission to have done so, since the Greenwich application was pending for 13 years. Judge Danaher was joined by Circuit Judges Charles Fahy and Warren E. Burger.

Greenwich Broadcasting, headed by Walter Lemmon, applied in 1947, but the FCC didn't issue its final decision in the case until 1959. The reason for the delay was never fully explained, but it is understood to have been due to consideration of the renewal of international shortwave station, WRUL Scituate, Mass., then owned by Mr. Lemmon.

Judge Danaher went so far as to speculate that perhaps the commission might reconsider its refusal to hold the Greenwich application in abeyance.

At present there are a number of applications for 1490 kc and adjacent channels which already have been announced as ready for processing. The cutoff date has passed for new applications or amendments. Greenwich Broadcasting, therefore, is precluded from filing a new application—unless the commission waives the cutoff rule.

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A Bigger and Better

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Just steps from anywhere . . . now with 500 individually decorated rooms and suites — and completely air conditioned.

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Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

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FAA assumes say-so for tower heights

The Federal Aviation Agency has taken over the duty of determining when a radio or tv tower is an air hazard.

The aviation agency announced its rules last week by publication in the *Federal Register*.

The rules require notification to the FAA of all antennas 150 ft. or higher above ground.

They set up as an aeronautical hazard any tower 200 ft. or higher that is located in a control zone or within five miles of the center line of a visual flight regulation (VFR) flyway or low-altitude federal airway.

Broadcast interests only learned of the finalization of the regulations through its appearance in the June 15 *Federal Register*. The rules were basically the same as those proposed by the aviation agency in September 1960. Some adjustments were made following broadcast and other objections, voiced at a public hearing in January of this year (BROADCASTING, Jan. 16).

The FAA did not even notify the FCC of its decision to adopt the regulations. The FCC learned of the move, as did broadcasters, from the *Federal Register*. The FCC had opposed the sweeping nature of the FAA proposal on the ground that the Communications Act reserves to the comunications agency the sole right to approve or disapprove transmitter towers.

Adjustments Made ▪ In the order issued last week, the FAA made these revisions in some of the provisions issued originally last year:

▪ Iterates its belief that the Aviation Act authorizes the agency to be the sole judge of what constitutes an aeronautical hazard.

▪ Provides for procedures previously followed by the Air Coordinating Committee and permits the applicant to participate.

▪ Provides for suitable adjustments to be made by aviation interests to accommodate obstructions, or by applicants to accommodate aeronautical requirements.

▪ Makes provision for the establishment of farm areas, but affirms that it will request the views of the FCC before making final determinations in this regard.

Objections to the rules were voiced by some broadcast representatives. Among these were:

▪ There is no provision to permit a broadcast applicant to go behind the reasons for the FAA's judgment that a tower is an air hazard.

▪ Although the criteria for a hazard is put at 200 ft. in a controlled zone (compared to the original 170 ft. in a controlled area), the relief is more apparent than real. A controlled zone is more restricted than an area, it was pointed out, but such definitions are constantly changing over the years. Thus, at some point a present zone might be as large as the present area.

▪ The burden of persuading the FAA that a proposed tower is not an aeronautical hazard is now solely on a broadcaster applicant. Aviation interests will no longer feel required to compromise.

▪ The hearing procedures, although revised somewhat to meet broadcaster objections, still retain their original character; they are purely fact-finding hearings and are not bound by provisions of the Administrative Procedure Act. This prevents a broadcaster from filing pleadings and treating the matter like an adversary proceeding.

Springfield Tv drops planned WHNB-TV buy

Springfield Tv Corp. has decided not to go through with a planned FCC hearing into Springfield's purchase of one-third of uhf station WHNB-TV New Britain, Conn., and has notified the commission that it would not prosecute its application for approval.

The commission was asked to approve the $348,000 transaction last May by Springfield, which also owns WWLP (TV) Springfield, WWOR-TV Worcester and WRLP (TV) Greenfield, all Massachusetts. The multiple owner received an option to purchase one-third of WHNB-TV at the time its present owner, Plains Tv Corp., acquired the station from NBC in 1959.

A hearing was orderd on the grounds the signals of WWLP and WHNB-TV would overlap substantially despite contingent applications to directionalize the two stations.

WGA seeks injunction

Writers Guild of America has filed suit in the New York Supreme Court against National Telefilm Assoc., seeking an injunction to prevent further distribution of three tv film series produced by 20th Century-Fox Television. WGA asserts that NTA is delinquent in paying residuals for reruns of "Man Without A Gun," "How To Marry A Millionaire" and 20th Century-Fox hours, as called for in the WGA collective bargaining agreement. NTA now is some $15,000 in arrears in its residual payments, WGA charges, and the sum would rise to $50,000 if further scheduled reruns are permitted.

FCC returns to Foley Square

The FCC takes its network program hearing back to New York tomorrow for a return engagement. The Foley Square Courthouse will be the setting where an all-star cast of producers, writers, educators and tv performers will enunciate their views and answer questions put to them by Ashbrook Bryant of the commission's Network Study Staff.

Chief Hearing Examiner James D. Cunningham will preside in a continuation of the proceeding which began in February 1959 and has included 19 days of *en banc* hearings in Washington in December 1959-January 1960 and earlier sessions in New York and Los Angeles. (BROADCASTING, Jan. 30, *et seq.*).

Kenneth Cox, chief of the Broadcast Bureau will open the proceedings with a statement. He will participate in the first days of the hearing, which is expected to last at least 10 days.

The cast of witnesses (not necessarily in order of appearance) includes: David Susskind, executive vice president, Talent Assoc.-Paramount Ltd.; Worthington Miner, National Telefilm Assoc.; George Schaefer, president, Compass Productions Inc.; William Todman, Goodson-Todman Productions; Mildred Freed Alberg, president, Milberg Enterprises Inc.; Ernest Kiney, president, Writers Guild of America-East; tv performer Perry Como, president, Roncom Productions; Dave Garroway, star of NBC-TV's *Today;* Bob Banner, Bob Banner & Assoc.;

Writer Paddy Chayefsky; Fred Coe, producer; Sylvester L. (Pat) Weaver, McCann-Erickson, one-time NBC president; Albert McCleery, CBS producer; Robert Saudek, president, Robert Saudek Assoc.; Irvin Mansfield, president, Impa Productions Ltd.; David Davidson, national chairman, Writers Guild of America; H. William Fitelson, general manager, the Theatre Guild; Fred Friendly, CBS producer; Henry Jaffe, president H. J. Enterprises;

Writer Gore Vidal; Irving Gitlin, NBC producer; Erik Barnouw, Columbia U. professor; Robert Gessner, New York U. professor; Pulitzer prize writer Tad Mosel; and columnist Ed Sullivan.

FTC blasts bait ads again

Those cheap, cheap, cheap carports, patios, storm windows and similar home improvement advertisements received another blast from a Federal Trade Commission examiner.

In an initial decision, FTC Examiner Earl J. Kolb, recommended that Lux-

JAYARK

PRESENTS AN EXCITING NEW CONCEPT IN TV PROGRAMMING

HOLLYWOOD Hist-o-Rama

208 five-minute factuals—unique magazine portrayals of the greatest stars in the history of Hollywood:

★ TYRONE POWER ★ MARIE DRESSLER ★ CLARK GABLE ★ HUMPHREY BOGART

★ GARY COOPER ★ JOHN BARRYMORE ★ W. C. FIELDS ★ JEAN HARLOW

and 200 other stars

Hollywood Hist-O-Rama has an unlimited audience potential . . . men . . . women . . . teenagers . . . Everyone who has ever been exposed to the glow and glitter of the silver screen will be drawn to this star-laden attraction.

Hollywood Hist-O-Rama – produced in Hollywood about the greatest names in motion picture history using the newest pictorial techniques!

Now in production for fall delivery

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COLOR TV

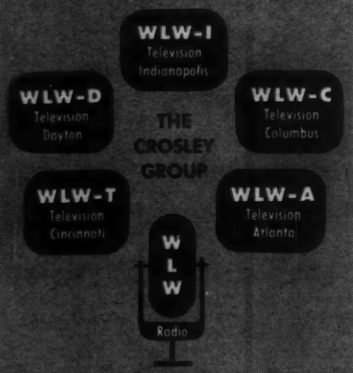
I'LL SAY THIS . . .

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

RCA

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

Call your
WLW Representative . . .
you'll be glad you did!



Crosley Broadcasting Corporation,
a division of Avco

ury Industries Inc., Washington, D. C., be required to stop using bait advertising, deceptive guarantees and other misrepresentations in advertising for carports, patios, storm doors and windows and other merchandise. The order is an intermediate step; it may be appealed, stayed or reviewed by the full FTC. Nub of the complaint were ads in newspapers and on tv purporting to offer patios and carports for $77 fully installed, storm doors for $16.40 and storm windows for $6.49.

Space satellite company is discussed

Formation of a joint venture company to operate a space satellite communications system has been discussed under FCC auspices. The general consensus was that an *ad hoc* committee be appointed to work out the best method of organizing a common carrier's common carrier.

Two issues faced the six commissioners who participated in the meeting: (1) Should the space carrier be limited to international common carriers now in the field or widened to include "hardware" manufacturers, and (2) should the *ad hoc* committee be appointed by the FCC and manned with FCC and Dept. of Justice observers to comply with Justice Dept. guidelines to protect against any possibilities of antitrust violations?

The commission recessed the meeting without making a decision on these two points, but FCC Chairman Newton N. Minow indicated that one would be forthcoming fast. The FCC originally planned to limit the space carrier to U. S. international communications carriers. Pending before the FCC are two petitions asking that this decision be reconsidered and that the space entity be opened to include manufacturers of communications equipment as well as those companies engaged in purely domestic communications. These have been filed by General Electric Co. and General Telephone & Electronics Corp.

AFCEA Convention ▪ Space communications also was the highlight of the 15th annual convention of the Armed Forces Communications & Electronics Assn. in Washington a fortnight ago.

A panel of IT&T scientists took a long-look at global communications and predicted that communications of the future would include both satellites and cable networks.

The panel was under the gavel of Dr. Henri Busignies, IT&T vice president and general technical director, who acted as moderator.

AT&T's readiness to move quickly and immediately on space communications was emphasized by Frederick R. Kappel, president of the Bell Company.

Among other highlights of the convention: AT&T demonstrated its coherent light optical maser and its capability for carrying voice, radio and tv signals. Valley-Electro Powerpacs, Holliston, Mass., showed optical maser equipment, demonstrating the characteristics of various crystal structures.

To the rescue

The FCC, which arbitrates interference disputes between multimillion dollar interests as well as smaller ones, is not too busy to look out for the rights of an individual radio set owner.

The commission, *en banc*, ordered two tv set owners in Maysville, W. Va., to show cause why they should not stop causing interference to the radio reception of a shut-in, Nellie Feaster. After verification by field engineering inquiry, the FCC sent two letters to the tv set owners informing them their sets were improperly protected against radiation and interfered with Miss Feaster's radio on which she depends for recreation. Since the tv set owners, Charles Funkhouser and Emory Feaster (the complainant's cousin), did not reply, the FCC set the show-cause hearing in Maysville for July 12.

The commission said the case is the first time that non-cooperation of set owners has made it necessary to resort to formal proceedings.

Free, U.S.-bought time opposed by GOP chairman

The chairman of the Republican National Committee told a National Press Club audience in Washington last week that broadcasters should not be required by law to give free time to political candidates.

Neither did Rep. William E. Miller (R-N.Y.) feel the federal government should help finance political campaigns. It would be a "bad situation," he stated, for the party in control of the White House to oversee the distribution of federal funds to candidates.

If free time could be required consistent with the needs and problems of the stations and networks, it would be a good thing, Rep. Miller said. But there is no need for such legislation because broadcasters have done a good job in covering past elections and have made time available, he said.

He said he would recommend that the candidate in 1964 participate in tv debates.

THE 707 ✶ ASTROJET*

"ALL THEY EVER SAID IT WAS — AND MORE"

This is the acclaim of experienced air travelers—who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, the Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly, climbs swiftly—you cruise confidently, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American Airlines is *first choice of experienced travelers.*

AMERICAN AIRLINES
AMERICA'S LEADING AIRLINE

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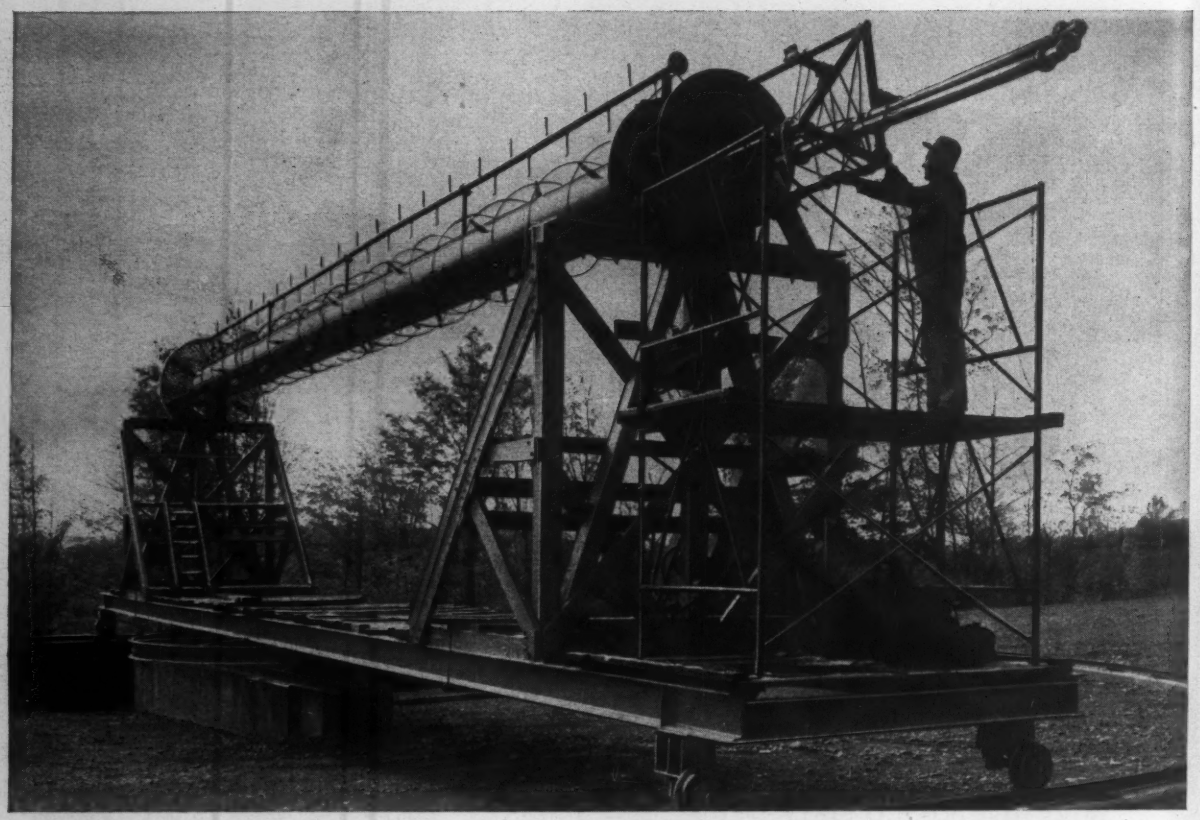
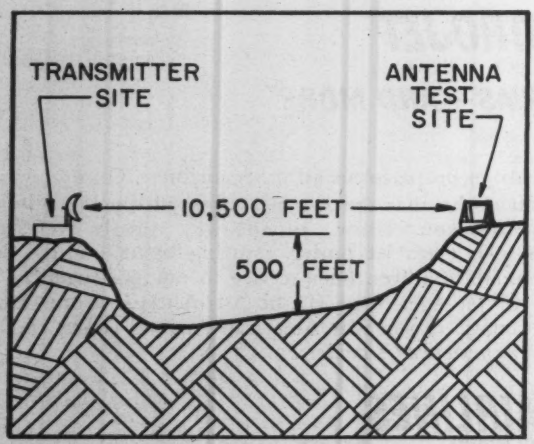
Now...maximum power





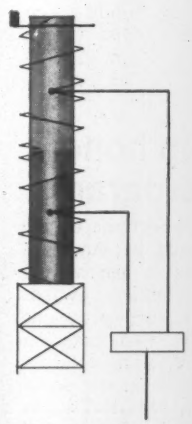
The test site shown represents a unique facility to provide you with the most accurate possible arrangement of coverage pattern for your particular area. Nearly two miles across the valley (see cross section) is the transmitter used for testing. Computer facilities housed nearby make it possible to supply you with an antenna with fixed power distribution and phase relationship between sections, to achieve an optimum vertical null fill-in and beam tilt.

The two section antennas have gain of 9.4 (approximate), which is suitable for 50 kw transmitters at 42 kw out with 80% line efficiency. The three section antennas have power gain of 14.1 (approximate), for use with 30 kw transmitters at 28 kw out with 80% line efficiency. On channels where the gain is 14.4, up to 800 feet of 6⅛" line will permit maximum authorized power with a 25 kw transmitter.

for any channel from 7 to 13

15 new General Electric helical antenna combinations assure near optimum electrical characteristics in any transmission area with gain from 4.5 to 4.8 per bay. Two section antennas have approximate gain of 9.4; three section antennas have approximate gain of 14.1.

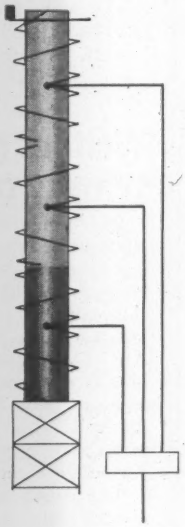
THREE SECTION
ONE LINE FEED



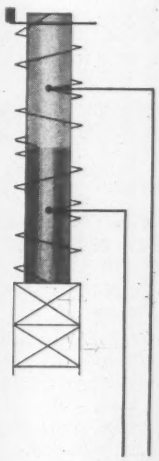
Model 4TY53A1—Chan. 7-8
Model 4TY53A2—Chan. 9-10-11
Model 4TY53A3—Chan. 12-13

THREE SECTION
TWO LINE FEED

Model 4TY53B1—Chan. 7-8
Model 4TY53B2—Chan. 9-10-11
Model 4TY53B3—Chan. 12-13



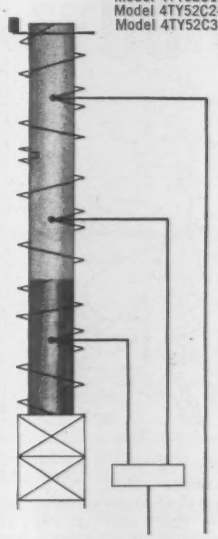
TWO SECTION
ONE LINE FEED



Model 4TY52A1—Chan. 7-8
Model 4TY52A2—Chan. 9-10-11
Model 4TY52A3—Chan. 12-13

TWO SECTION
TWO LINE FEED

Model 4TY52B1—Chan. 7-8
Model 4TY52B2—Chan. 9-10-11
Model 4TY52B3—Chan. 12-13
Model 4TY52C1—Chan. 7-8
Model 4TY52C2—Chan. 9-10-11
Model 4TY52C3—Chan. 12-13



Note all lines are actually inside mast.

The facts speak for themselves, and General Electric VHF helical antennas also provide these *additional* advantages: (1) fewer feed points and feed lines greatly reduce air leak and coupling problems (2) another antenna often can be "piggy-backed" on the helical, so two or more stations can use the same tower (3) feed lines inside mast protected from weather, shielded from RF field (4) helical can be sectionalized for emergency operation (5) no separate heating elements for de-icing; using helix as own de-icer takes less power (6) no feed lines smaller than 3⅛" diameter — rugged, durable with high load capacity (7) structurally rigid, withstands winds to 112 miles per hour; resists shifting of feed lines, eliminates pattern fluctuations in winds.

For complete information, call your local G-E Broadcast Equipment representative, or write Technical Products Operation, Section 4861, General Electric Company, Electronics Park, Syracuse, New York. In Canada: Canadian General Electric Company, Ltd., Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ont. Export: International General Electric Co., Inc., 150 East 42nd Street, New York, N.Y.

GENERAL ELECTRIC

What they see on
WJAC-TV

THEY BUY!

How many people are watching is important, of course. Both ARB and Nielsen agree that more people watch WJAC-TV than any other station in the Johnstown-Altoona market. But WHO is watching is also important. Are the viewers also buyers? WJAC-TV viewers are! Dozens of happy, successful advertisers sing the praises of WJAC-TV for turning viewers into customers. We think we can do the same for YOU!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Project III to produce six MGM-TV series

NEW PRODUCTION FIRM IS HEADED BY BLAKE EDWARDS

MGM-TV, after whirlwind, eight-day negotiations, last week signed a contract with Project III Enterprises, newly-formed independent packager, to create and produce six tv series. The agreement covers three one-hour and three half-hour series, all of an undisclosed nature.

For MGM-TV, the move was in keeping with an accelerated operation of recent months in new program development. The firm already has four tv series in production for next season (BROADCASTING, June 12).

Project III was formed by Blake Edwards, a motion picture director who also created, directed and produced the *Peter Gunn* series, and Freddie Fields and David Begleman, both former Music Corp of America vice presidents. Mr. Edwards will be executive producer and Mr. Fields and Mr. Begleman will act in supervisory capacities. The packaging firm will use MGM's offices and facilities.

"We'll operate at and through MGM," Mr. Begleman said, but he emphasized that Project III will develop properties other than those destined for MGM.

Among other such companies are King's Row Ltd., Henry Fonda's Top Gun Inc., Polly Bergen's (Miss Bergen is Mrs. Freddie Fields) Kam Productions, and Phil Silvers' Patrick Productions.

COLOR CASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 19-23, 26-28 (10:30 a.m.) **Play Your Hunch,** part.

June 19-23, 26-28 (12:30-12:55 p.m.) **It Could Be You,** part.

June 19-23, 26-28 (11-11:30 a.m.) **The Price Is Right,** part.

June 19-23, 26-28 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 19-23, 26-28 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

June 19, 26, (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 21, 28 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 21, 28 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

June 22 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 23 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 24 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 24 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 24 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 25 (6-6:30 p.m.) **Meet the Press,** co-op.

June 25 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 25 (9-10 p.m.) **The Chevy Show** Chevrolet through Campbell-Ewald.

Writers group honors tv network programs

The best-written tv programs of the 1959-60 season, selected as outstanding in eight categories in the annual Writers Guild of America awards competition, included five programs broadcast on CBS-TV, two each on ABC-TV and NBC-TV. (The total of nine is explained by a tie in the documentary class between "Mark Twain's America" on NBC-TV's *Project 20* series and "Down Range" on CBS-TV's *Twentieth Century*.

The winners, who received their awards June 8 at evening ceremonies held concurrently in New York and Los Angeles, are:

Half-hour television anthology drama: Christopher Knopf, "Interrogation", *Zane Grey Theatre,* CBS-TV.

Half-hour television episodic drama: Richard Matheson, "Yawkey", *Lawman,* ABC-TV.

Television anthology, more than half-hour: Tony Webster, "Call Me Back", *Art Carney Show,* Special, NBC-TV.

Television episodic more than half-hour: William Spier, "The Assassination of Cermak", *The Untouchables,* ABC-TV.

Television adaptation any length: Irving G. Neiman, "Child of our Time", *Playhouse 90,* CBS-TV.

Television episodic comedy any length: Dorothy Cooper, "Margaret's Old Flame", *Father Knows Best,* CBS-TV.

Television variety any length: Max Wilk and A. J. Russell, *The Fabulous Fifties,* CBS-TV special.

Television documentary any length: tie between Richard Hansen ("Mark

Twain's America", *Project 20*, NBC-TV) and Earle Luby, "Down Range", *Twentieth Century*, CBS-TV.

WGA also made a single radio award:

Best radio script, any type, any length: George E. Lord and Ivan R. Ladizinsky, "One Deadly Drink", WCAU Philadelphia.

AFTRA fringe payments hit $3.6 million mark

Benefits totaling nearly $3.6 million have been distributed by the Pension and Welfare Funds of the American Federation of Television & Radio Artists from Jan. 1, 1956, through May 31, 1961, Donald F. Conaway, AFTRA national executive secretary and board chairman of the trustees of the funds, announced last week.

The funds were begun in 1954 as the result of negotiations between the union and the radio-tv networks, and were the first such plans to be negotiated in the entertainment industry. Under the agreement, producers pay a sum equal to 3% of each performer's gross compensation into the AFTRA pension fund and 2% into the welfare fund. The funds are wholly industry-financed.

The fifth annual report shows that as of Dec. 31, 1960, the pension fund had reserves of almost $9.4 million and the welfare fund slightly more than $2 million. The funds are administered by a joint board of trustees representing management and labor. The trustees for the producers are I. S. Becker, vice president, CBS Radio; George Fuchs, vice president, NBC, and Edward G. Wilson, vice president, J. Walter Thompson Co., New York. Trustees for AFTRA are Mr. Conaway, and Clayton (Bud) Collyer and Frank Nelson, AFTRA past national president.

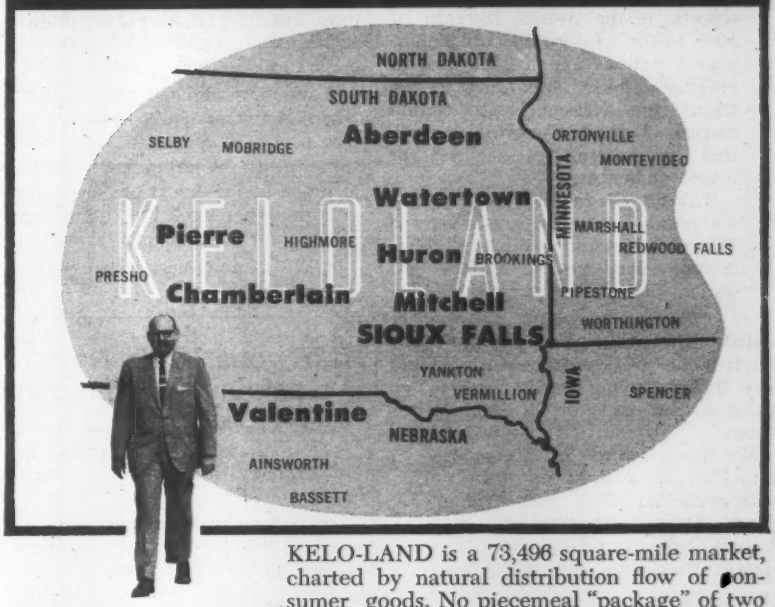
During the past five-and-a-half years, the funds have distributed almost $2.1 million in medical-surgical benefits and more than $1.5 million in hospitalization benefits. The AFTRA pension fund, which went into effect on Jan. 1, 1958, has paid out a total of $41,154 to 23 union members.

AFM convention backs Minow on programming

Delegates to The American Federation of Musicians convention last week in Atlantic City heard Herman F. Kenin, AFM president, endorse and pledge support to FCC Chairman Newton N. Minow's efforts to "upgrade" tv programming.

Mr. Kenin told delegates the AFM now is processing before the FCC a demand that WWL-TV New Orleans be subjected to a "critical review" of its license renewal application. Mr. Kenin

only KELO tv LAND covers this 103-county market completely! simultaneously! no gaps!



KELO-LAND is a 73,496 square-mile market, charted by natural distribution flow of consumer goods. No piecemeal "package" of two or three unrelated stations can begin to cover it – not without leaving countless untold, unsold families. Only one television facility – KELO-tv SIOUX FALLS and its KELO-LAND booster hookups delivers the whole 103-county spread to you – completely, simultaneously, no gaps!

CBS • ABC

265,490 tv households in 5 states: (South Dakota, Minnesota, Iowa, Nebraska, North Dakota).

KELO-TV SIOUX FALLS and boosters | KDLO-TV ABERDEEN-HURON-WATERTOWN | KPLO-TV PIERRE-VALENTINE-CHAMBERLAIN

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Send to home address——

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The upward trend in Negro radio programming

Negro programming has surged markedly in two major aspects during the past decade, a special survey released last week by the Keystone Broadcasting System shows.

Of major significance, Keystone reports, is the overall increase of 30% in the total number of Negro-appeal stations and a 15% rise in program hours. According to the report, the average Negro station carries 43 quarter-hours of specialized programming designed for Negro audiences.

This dispells the thoughts of many marketing people, says George Wharton, Keystone's director of research. "They tend to think Negro stations and audiences are dwindling because of the migratory exodus from South to North, and from East to Midwest and West. They often forget that the population boom has hit everywhere and that Negro families are growing even faster, in most instances, than white families. It means larger radio growth despite emigration."

Keystone's affiliated stations in its Negro Network stand at 361 as compared to 278 a decade ago. One station, Mr. Wharton says, carries as much as 118 hours of Negro programming per week but the average is about 11. The pattern shows:

- 318 stations carry 20 hours or less per week.
- 36 stations broadcast 21-40 hours weekly.
- 6 stations air between 41 and 100 hours per week.
- 1 affiliate carries in excess of 100 hours per week.

The following is a breakdown of KBS Negro Network affiliates in 23 states and the number of Keystone stations in each: Georgia, 45; North Carolina, 43; Texas, 41; Mississippi, 34; South Carolina, 28; Alabama, 26; Tennessee, 24; Louisiana, 23; Virginia, 19; Florida, 18; Kentucky, 17; Arkansas, 15; Oklahoma, 11; West Virginia, 5; Michigan, 2; Missouri, 2; Pennsylvania, 2; Maryland, 1; Nevada, 1; New Mexico, 1; Ohio, 1; Oregon, 1; Washington, 1.

added: "This will trigger a first show of hands at the FCC on the Minow doctrine that the public has a right to be heard on the usage of the public airwaves."

Mr. Kenin was re-elected president of the AFM. Other incumbent officers also were re-elected. They were William J. Harris, Dallas, vice president; Stanley Ballard, Newark, N. J., secretary and George V. Clancy, Newark, treasurer.

WLIB goes 100% Negro on weekday programming

WLIB New York, effective June 26, will concentrate its programming full-time, Monday through Friday, on the Negro audience.

The station said the audience "warrants and deserves" greater representation in the broadcasting field because of the increase in the economic and cultural status of the more than 1.5 million Negroes in metropolitan New York.

WLIB, until now serving a variety of ethnic groups, will continue to air special shows for other groups on weekends.

Program notes...

Double-header ▪ A one-hour documentary, *Two Faces of Japan,* has been acquired by WPIX (TV) New York from Associated Rediffusion of London through National Educational Television (NET), for commercial broadcasting in New York, Washington, D. C., and Los Angeles.

Re-run time for 'Masterson' ▪ Ziv-United Artists' *Bat Masterson* series, on NBC-TV for three years and ending its network run, is being offered for syndication to stations via Ziv-UA's Economee division. The re-runs total 117 half hours. Pierre Weis, Ziv-UA vice president in charge of Economee, reports that *Masterson* already has been sold in New York, Los Angeles and Chicago.

New venture ▪ Miller-Shaw Productions Inc., N. Y., has been formed to produce television programs for children. Partners are John A. Miller, who has headed his own packaging-production firm, and James T. Shaw, who formerly was vice president for network and regional sales for Ziv-United Artists. The company is at 527 Madison Ave., New York.

UA & Peter Lawford ▪ Chrislaw Productions, a newly-formed production company headed by actor Peter Lawford has concluded a three-year agreement with United Artists whereby Chrislaw will produce a minimum of two tv film series and three feature films for distribution by UA. William Asher, has been signed by Chrislaw to produce at least one of the features.

HOTTE$T ADULT SHOW ON RADIO

CARLTON FREDERICKS' "LIVING SHOULD BE FUN"

America's Foremost Nutritionist Carlton Fredericks, Ph.D.

Attracts, holds adult audiences. Attracts, holds top advertisers, national and regional. Five 25-minute shows per week, offered exclusively on a one-station-per-market basis. Over 15 years record of successful, award-winning broadcasting!

YOU GET FIRM COMMITTMENT from national advertiser to buy the Carlton Fredericks Show immediately on your station!

For complete information and audition tapes, write, wire or 'phone . . .

CF PRODUCTIONS, INC.
1 Park Ave., N.Y. 16
MU 5-8757

These Top Stations KNOW Carlton Fredericks SELLS

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WKYW Louisville, Ky.
WNAC Boston, Mass.
KABC Los Angeles, Calif.
WPAZ Pottstown, Pa.
WVDH Gainesville, Fla.
WTUX Wilmington, Del.
WMNE Menomonie, Wis.
WBEC Pittsfield, Mass.
KLZ Denver, Colo.
WMTN Morristown, Tenn.
WCAT Orange, Mass.
KDOL Mojave, Cal.
KGB San Diego, Calif.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
WJOY Burlington, Vt.
KXYZ Houston, Tex.
WFLA Tampa, Fla.
WSOR Windsor, Conn.
WAQE Baltimore, Md.
WVMC Mt. Carmel, Ill.
KPHO Phoenix, Ariz.
WRAM Monmouth, Ill.
WRSA Saratoga Springs, N. Y.
WWOL Buffalo, N. Y.
WMUZ Detroit, Mich.
WRUL World-Wide Bd'csting
WGAC Augusta, Ga.
KQAQ Austin, Minn.
KBMO Benson, Minn.
KWBE Beatrice, Neb.
KMEO Omaha, Neb.
KVER Clovis, New Mexico
WJWL Georgetown, Del.

NEW–
SOLID STATE–
VERTICAL INTERVAL SWITCHER

This is the new Sarkes Tarzian switcher that "stole the show" at the recent NAB Convention.

Here's why:

MAJOR PERFORMANCE SPECIFICATIONS

1 SWITCHING TRANSIENT
—10 db below equalizing pulse amplitude

2 Phase Delay
.02 microseconds @ 3.58 (Ref. to 200 kc)

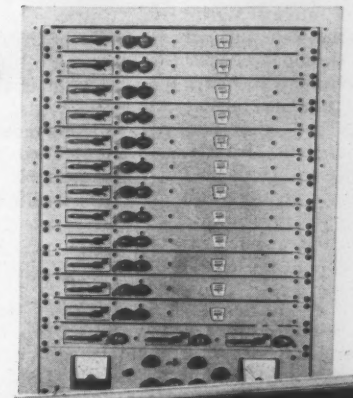
3 SWITCHING TIME
Less than .8 microseconds

4 Differential Gain
.2% max

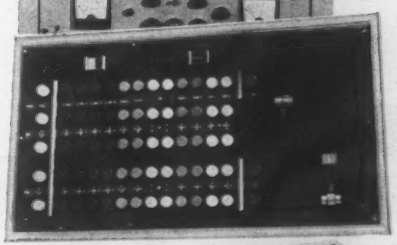
5 DIFFERENTIAL PHASE
.5° max @ 3.58 mc

6 Isolation (between any 2 channels)
60 db @ 3.58

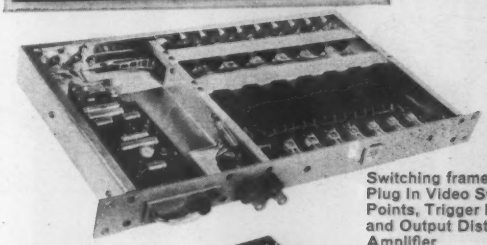
This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.



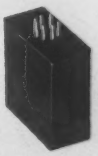
Solid State Vertical Interval Switcher



Typical Control Panel

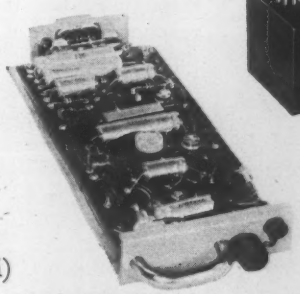


Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module

Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

AVAILABLE NOW—NO WAITING

Yes, you can get immediate delivery on this equipment—NOW. Modular construction permits custom tailoring to your specific requirements—at NO premium in cost to YOU. And, you can economically expand the system as future growth demands. Of course, we furnish full technical instruction, schematics and any engineering assistance required.

This outstanding switcher is another in a long line of Sarkes Tarzian products to gain immediate acceptance in the broadcast and electronics industry. Its HIGH QUALITY . . . RELIABILITY . . . . AND FINE PERFORMANCE are the same that engineers, broadcasters and technical personnel have come to expect from Tarzian.

Along with the extensive manufacturing facilities (semiconductors, variable capacitors, magnetic tape, TV tuners, radios and Hi Fi), SARKES TARZIAN, INC. owns and operates WTTV (TV)...WPTA (TV)...WTTS (AM) WFAM (TV) . . . WTTV (FM) . . . and WPTH (FM). All of which gives us a better understanding and down-to-earth approach to the Broadcaster's problems.

We will engineer your switching system requirements at no cost or obligation to you.

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

A television debut ▪ Intercontinental Television Inc., N. Y., an affiliate of the Walter Reade Group (theatre owner), has entered the tv distribution business, offering a package of 13 feature films produced after 1957. The package, called *The Continental 13*, is made up of features produced in Europe and starring such performers as Yves Montand, Jean Gabin, Joyce Grenfell, Michele Morgan, Ralph Richardson and Fernandel.

Public service series ▪ KTRH-AM-FM Houston, is presenting a series of public service programs, *Operation Air Gateway*, providing human interest stories and information concerning the airlines serving that city. The station broadcast on-the-spot taped interviews with pilots, ticket agencies, tourist bureaus, airline managers, stewardesses and other personnel and identifies itself as "KTRH, Your Air Gateway Station, Houston." The purpose is to impress upon all people of the Gulf Coast area of the tremendous growth of the airlines industry in that city and Houston's vital role as the new Air Gateway.

New Studios ▪ Cascade Pictures of California, tv commercial production company, as first step in a $1-million expansion program, has acquired property and buildings at Seward St. and Romaine Ave., Hollywood, a 45,000-square-foot area now occupied by Westrex Corp. and Todd-AO. Cascade will move into the Westrex quarters in October; Todd-AO will stay on as a tenant. Cascade will have six sound stages in operation when remodeling and new construction is completed.

WFLA-TV series interepretes communism

Communism and the alerting of the public to it have inspired a new prime time public affairs series, *Battlegrounds of the Cold War*, on WFLA-TV Tampa-St. Petersburg, Fla.

The one-hour, prime-time films treat topics related to communism. The four so far have been so gory that one show was scheduled from 10-11 p.m. to discourage youthful viewers from watching.

WFLA-TV started the series with "Castro, Cuba and Communism," a topic of interest in its coverage area because of the nearness of Cuba and the large Spanish population. Heavy promotional spots, newspaper advertising and colorful circulars distributed to churches, civic groups and schools preceded the showing. The results were more than encouraging. An ARB survey, the station says, showed that the documentary had basically the same audience as the network show it pre-empted.

The films are obtained by the station from any available source. The actual presentation is accompanied by the appearance of noted authorities on the subject and Stephen L. Speronis, a station news analyst and a recognized authority on Russia.

According to George Harvey, WFLA-TV vice president and general manager and the originator of the *Battlegrounds* series, the revenue displaced from the prime time periods is more than offset by the station's increased importance and influence in the community.

The station says it has enough films to present *Battlegrounds* about every 10 days into early fall.

Domestic travel series ▪ Assoc. Telefilms, New York, has scheduled a 13-week half-hour travel series, *Discovering America*, for more than 50 stations. The series features vacation areas, industrial development opportunities, travel and transportation facilities and other aspects of the American scene.

Title change ▪ ABC Films Inc.'s new adventure-drama series, *The Racer*, has been retitled *On the Straightaway*. The ABC-TV entry will be seen Fridays, 7:30-8 p.m. (NYT), beginning Oct. 6.

Concerts return ▪ For the 32nd consecutive season, the N. Y. Philharmonic concerts will return to CBS Radio next fall. The broadcast season begins Sat., Sept. 30 (8:30 p.m. EDT) and ends Sat., May 5, 1962.

Summer curriculum ▪ WNBC-TV New York has scheduled *Computer Age Math* (Mon.-Thur., 6:30-7 a.m. EDT) and *Astronomy and You* (Fri., same time) for the next 15 weeks. The math course, repeating two lessons weekly, was produced by educational station WGBH-TV Boston in cooperation with Harvard U. The astronomy half-hours were produced by the N. Y. Metropolitan Educational Television Assn.

All-America city ▪ WORC Worcester, Mass., has begun an interview series based on that city's recent award from *Look* magazine as an All-America city. The station's news director, Alan Jay, tapes interviews of industrial employes at their machines for presentation. Each show is 30 minutes in duration.

Garroway leads—

...in the land of Profitunity!

From 7 a.m. to 9 a.m. Monday through Friday, the Today Show reaches 59.8% of all homes watching television per average quarter hour.

WFLA-TV delivers most TV homes in 28 rich, busy West Coast and Central Florida Counties — including the Tampa - St. Petersburg Metropolitan Market — Monday through Friday when most people watch TV. (Dec., 1960 NSI)

Average Quarter-Hour Homes* Reached Monday thru Friday 7 a.m. — 9 a.m.	
WFLA-TV	25,650
WTVT	17,240

*DEC., 1960 NSI

Channel 8

REPRESENTED NATIONALLY BY BLAIR TV

wfla-tv NBC

TAMPA ST PETERSBURG

Medical special ▪ WRGB (TV) Schenectady, N. Y. presented *Open Heart Surgery*, a video tape program showing an actual heart operation on a seven-year-old girl. The tape, four months in preparation, was made at the Albany Medical Center Hospital and is narrated by Dr. Paul W. Formel, assistant professor of medicine at Albany Medical College. The program was presented June 16, 10-11 p.m. The sponsor was General Electric Co.

Tell the manager ▪ Radio-tv listeners and watchers in Dallas will have a chance to voice their comments and complaints to the man who counts. *Let Me Speak to The Manager* made its debut June 18 on WFAA-AM-FM-TV that city. The 15-minute show is seen on Sundays in addition to two five-minute radio broadcasts. Mike Shapiro, general manager of the station, said the program would be of an informal nature. He stars as the "manager."

Interview list service ▪ The Forest Service, U.S. Department of Agriculture has published an "Interview List Service" enabling radio-tv to get interviews with excellent speakers and experts in their subjects. Their material is often timeless, never-been-told features of national interest. Interviews can be quickly arranged either through contacts listed on the "Interview List Service" or by Glenn A. Kovar, Director Network Radio-TV, U.S. Forest Service, 115 S. Los Robles, Pasadena, Calif. Murray 1-9413.

Dispute ▪ *Balance*, a new editorial interpretation show, is being presented daily 5:30 p.m. MST by KYND Tempe, Ariz. The show features newsmen Dick Gilbert and Frank Orth in controversial discussions on the leading news topic of the day. Each takes a turn at playing the "villain" in the debates.

Indianapolis race color 'spectacle, for tv

Sportlight "500" Films, new Chicago film packager headquartering at Sportlight Films Inc., there, Thursday announced a half-hour color "spectacle" on the Indianapolis Speedway 500-mile race that will be syndicated to tv and industry in late July. Total of 22 camera positions were used to obtain 15,000 feet from which the program will be edited by Bill Sprague, formerly with Bob Atcher Films and WBKB (TV) Chicago.

Sportlight "500" Films is a joint venture by Al Levine, head of Sportlight Films Inc.; Tom Carnegie, sports director of WFBM-TV Indianapolis, and Gene Genaro, Genatt Photo, Indianapolis.

Far Bigger than its 42nd National Ranking*

WFBC-TV delivers 52200 HOMES

from 5 to 6 P.M. Monday through Friday *in the "Monty's Rascals" show*

Big among the South's "BIG MARKETS"

Here's the Comparison . . .
Homes Delivered 5:00-6:00 P.M.
Monday through Friday†

WFBC-TV	52,200
Miami	39,300
Tampa-St. Petersburg	37,300
Greensboro-Winston-Salem	34,900
Norfolk	27,800
Richmond	24,700

†Figures from A.R.B., March 1961, for leading station in each market.

*The Giant's GREENVILLE-SPARTANBURG-ASHEVILLE MARKET ranks 42nd in the U. S., according to Television Magazine.

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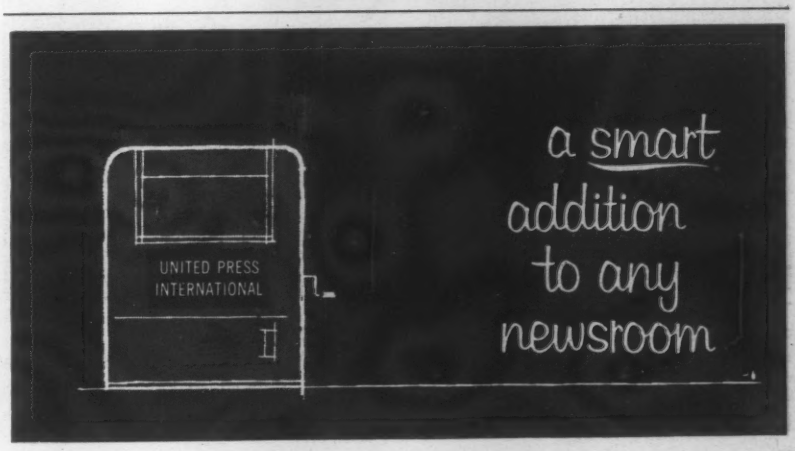

Board considers plan to streamline NAB

UNIFIED CODE AUTHORITY, EXECUTIVE VEEP, PART OF REORGANIZATION

The long-awaited plan of President LeRoy Collins to reorganize the NAB was submitted June 14 to the combined boards at the opening of the summer directors' meeting in Washington. It provided for several key changes in the association's structure.

This final version of a series of proposals was drafted following a June 12 meeting of President Collins and a board advisory group.

Essentials of the long-range plan, as cleared June 15 by the separate radio and tv boards preparatory to the combined board meeting June 16 (see page 9), provided:

- A unified radio-tv code authority probably headed by a vice president.
- Creation of an executive vice presidency, top operating post under the president.
- An executive committee between the board and the president.
- A general counsel reporting to the executive vice president.
- A department of administration reporting to the executive vice president, carrying out duties now directed by Everett Revercomb, secretary-treasurer.
- A department of government relations with functions now handled by Vincent T. Wasilewski, vice president.
- A department of public relations, executing functions now under the direction of John M. Couric, public relations manager. It would have a vp.
- A department of station services embracing engineering, labor relations and field services, presumably directed by a vice president.
- A research and training center including varied statistical services, with vp.

The exact form of the reorganization awaited the board's June 16 action. One proposal discussed by radio and tv directors centered around a simplified board structure. Several versions were reviewed, based on unification of the radio-tv boards and reduction of the number of directors. President Collins is understood to have indicated he regarded board reorganization as a matter the directors should handle themselves.

Other discussion involved a proposed elimination of the radio and tv vice presidents. Some of the radio directors were opposed to this idea on the ground it would reduce radio's influence in the association.

The matter of vice presidencies drew close attention since the plan was based on a cluster of five vice presidencies—government relations, public relations, station services code authority and research.

NAB's present organization specifies four vice presidents—radio, tv, government relations and industry affairs. The tv vice presidency is vacant; John F. Meagher is radio vice president; Mr. Wasilewski is government relations vice president, and Howard H. Bell is industry affairs vice president, a function that bears some relation to the proposed new station services department.

The new code organization would be based on a director, presumably with vice presidential status. He would administer both radio and television codes, supported by separate staffs for each code. Backing up this staff setup would be separate radio and television councils, somewhat like the present radio and tv code boards but possibly requiring less time on the part of their industry members. More field activity was envisioned.

A brand new idea mentioned earlier in the year by Gov. Collins provides a program of basic and applied research in important industry areas. It would include training programs for broadcast personnel, dealing in programming, for example. The center would be operated by a university. It appeared Thursday this plan might be studied further by a board committee for review at the next board meeting (Feb. 5-9, 1962).

The government relations department would handle state and local government matters as well as federal problems, supported by an advisory committee. The public relations department would be based on a unified program including publicity, publications, special projects and liaison with other organizations. It, too, would have an advisory committee.

The station services department, also with an advisory committee, would handle staff and management services in the fields specified above.

The three departmental committees would provide a major slice in the association's structure, reducing the number of committee members from 270 to around 40.

The Iowa oracle, Ben Sanders (right), of KICD Spencer, had a few tips for some of the new directors attending their first NAB board meeting. Mr. Sanders had served previously on the board. L to r: Carleton D. Brown, WTVL Waterville, Me.; Ray Johnson, KMED Medford, Ore.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; James L. Howe, WIRA Fort Pierce, Fla.; Robert F. Wright, WTOK-TV Meridian, Miss. and Mr. Sanders.

Nine are named for TIC committee

Nine tv broadcasters were confirmed June 15 by the NAB Tv Board of Directors for membership on the 1961-62 Television Information Committee. The committee serves as policy-liaison agency for Television Information Office, tv promotional-educational agency headed by Louis Hausman.

Confirmed as TIC members were Lester Bernstein, NBC; Roger W. Clipp, WFIL-TV Philadelphia; John P. Cowden, CBS; Joseph C. Drilling, WJW-TV Cleveland; Michael Foster, ABC; Clair R. McCollough, Steinman Stations; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Joseph S. Sinclair, WJAR-TV Providence, R. I., and Willard E. Walbridge, KTRK-TV Houston. The respective networks designated their members; NAB President LeRoy Collins appointed the six station members.

Mr. Drilling was named to succeed himself as a tv director. His post be-

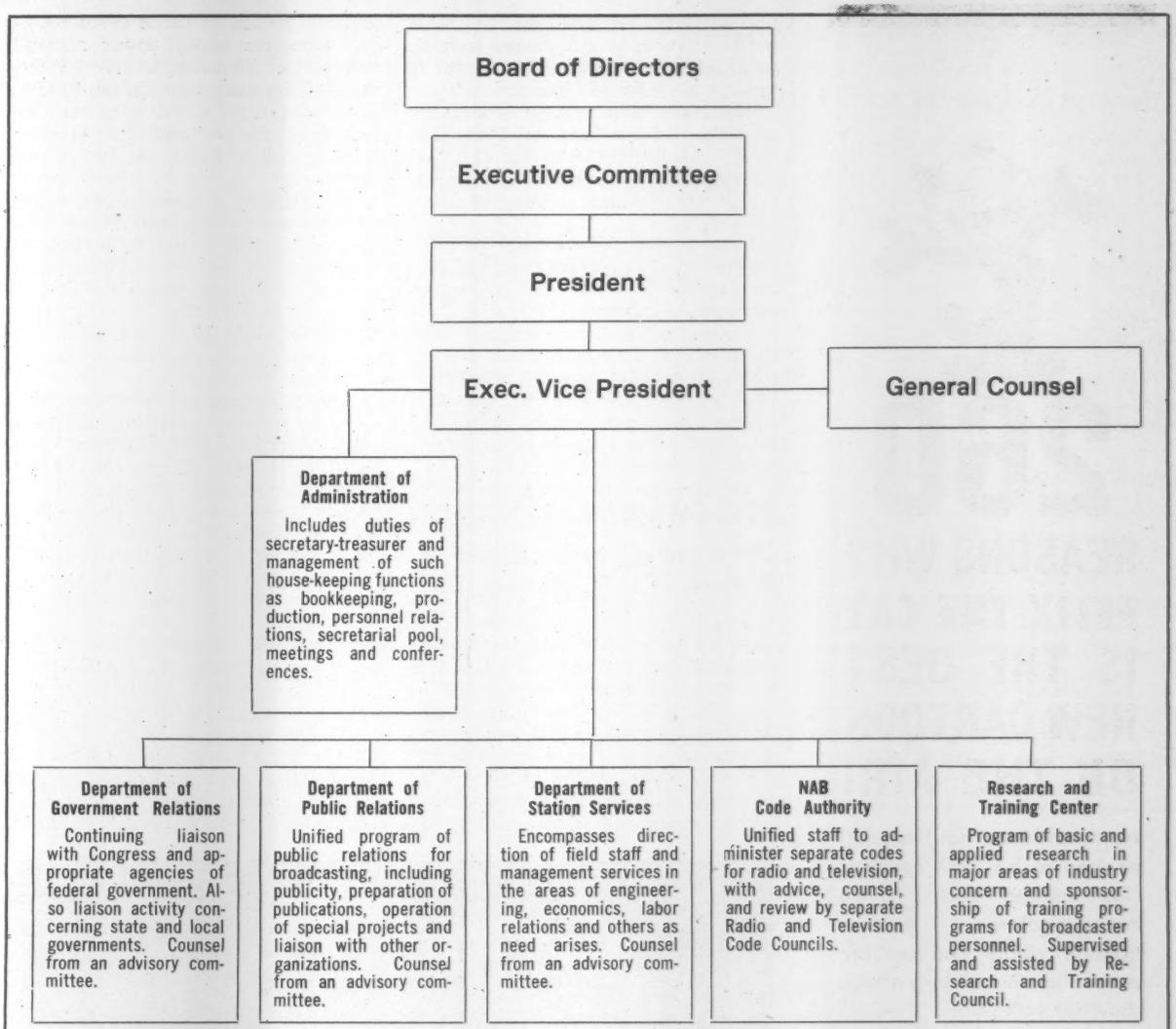
Board of Directors
Executive Committee
President
Exec. Vice President
General Counsel
Department of Administration
Includes duties of secretary-treasurer and management of such house-keeping functions as bookkeeping, production, personnel relations, secretarial pool, meetings and conferences.
Department of Government Relations
Continuing liaison with Congress and appropriate agencies of federal government. Also liaison activity concerning state and local governments. Counsel from an advisory committee.
Department of Public Relations
Unified program of public relations for broadcasting, including publicity, preparation of publications, operation of special projects and liaison with other organizations. Counsel from an advisory committee.
Department of Station Services
Encompasses direction of field staff and management services in the areas of engineering, economics, labor relations and others as need arises. Counsel from an advisory committee.
NAB Code Authority
Unified staff to administer separate codes for radio and television, with advice, counsel, and review by separate Radio and Television Code Councils.
Research and Training Center
Program of basic and applied research in major areas of industry concern and sponsorship of training programs for broadcaster personnel. Supervised and assisted by Research and Training Council.

Chart of the reorganization plan as it was originally submitted to the NAB boards by President LeRoy Collins is shown above. At press time there was still considerable discussion among members of some of the proposals but it was generally conceded that the basic plan would receive approval.

came vacant when he moved from KJEO (TV) Fresno, Calif., to WJW-TV Cleveland. He had been elected as a tv-only director. However, the board has the necessary two tv-only directors so Mr. Drilling was appointed to fill his own vacancy.

The tv board adopted major changes in the tv code (story page 27).

A report was given the tv board by the All-Industry Television Station Music Licensing Negotiating Committee. It urged all tv stations to give the committee financial and moral support.

A resolution was adopted by the board directing the NAB staff to file with the FCC "when appropriate and advisable a request for an FCC review of the public interest considerations in licensing translator stations in coverage areas of regular tv stations." The resolution proposed that such a review be held where translators would have the same impact on existing tv stations as a community antenna system which brings signals into the area from outside sources.

Hatch is chairman of NAB radio board

George C. Hatch, KALL Salt Lake City, was elected chairman of the NAB Radio Board of Directors at a June 15 meeting in Washington. He succeeds Thomas C. Bostic, whose term expired in May.

Joseph M. Higgins, WTHI Terre Haute, Ind., was elected vice chairman of the board. He succeeds Merrill Lindsay, WSOY Decatur, Ill.

The radio board amended the radio code to ban advertising of intimate personal products (see code story page 27).

John R. Henzel, WHDL Olean, N.Y., was named to the Radio Code Board as successor to James L. Howe, WIRA Fort Pierce, Fla. Mr. Howe became ineligible to serve on the code board when he was elected to the radio board.

Mr. Hatch announced NAB's radio membership had reached 1,776 am and 602 fm stations for an all-time high of 2,378, plus the four radio networks. John F. Meagher, NAB radio vice president, told the board participation in the National Radio Month project in May reached a peak for this annual promotion. Use of on-the-air promo-

260 REASONS WHY FELIX THE CAT IS THE BEST NEW CARTOON ON THE AIR!

No coincidence that there just happen to be 260 episodes (four minutes each) in the Felix package . . . each episode visible and audible proof that *this* is the cartoon show for youngsters.

Produced in 1960-61 in full color . . . Felix is his own best salesman. See him in action and picture him on your station. If contests and give-aways with merchandise interest you, get ready for a deluge in the mail department!

Felix is made for youngsters. You'll have *more* moppets staring at *your* channel when the world's most famous feline becomes *your* cat.

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tion material prepared by the NAB public relations service ranged as high as 97%, he explained. The service is headed by John M. Couric.

The radio board was given a review of radio code activity by Cliff Gill, KEZY Anaheim, Calif. Mr. Gill said the code had acquired 1,272 paid station subscribers since it went into effect last July 1.

Commenting on the radio session, President LeRoy Collins described proceedings as "a very heartening and encouraging experience." He said there had been "full and free discussion over the whole range of radio needs and opportunities ahead. Working together in NAB we are determined that radio shall occupy a firm and deserved position as one of the most important influences in the nation's progress."

THE SHOWS MUST GO ON

Overcoming power failure is cinch to N. Y. stations

Several New York radio and television stations were caught in the dark last Tuesday when a major power failure hit the mid-town section at 5:07 p.m. WNEW-TV, the only station forced to suspend operations, returned to the air around 8:30 p.m. WABC-AM-TV, WINS, WCBS and others improvised under emergency conditions.

The Associated Press radio-tv department helped to rescue WABC-AM-TV when emergency power restored only part of its facilities. David Prowitt, ABC newsman, and Charles Woods, announcer, handled the broadcasts direct from the AP via an extension hook-up with ABC's master control system.

Seconds after its power failed, WINS switched to a battery-powered amplifier for transmission to its transmitter at Lyndhurst, N. J., and dispatched a team of 12 leg-men and a mobile unit to key points in the darkened area. One WINS announcer referred to the emergency news operations as "bucket brigade news."

ABC-TV programs were fed from Chicago through telephone company equipment to the ABC transmitter atop the Empire State Bldg. ABC Radio news programs were broadcast through battery amplifiers feeding telephone lines to WABC's transmitter in Lodi, N. J. WABC also broadcast from mobile units on W. 66th St., with all ABC radio originations being switched to Washington, D. C. WABC-TV's local programs were broadcast with the cooperation of WPIX (TV), which contributed commercial facilities through private microwave and telephone lines.

WCBS Remains ▪ WCBS-TV stayed on the air, although other facilities in the building were inoperative. WCBS lost just minutes before its transmitter staff was able to commence with re-

Organized confusion pretty much was standard operating procedure during last week's power failure in New York. Here's a glimpse of ABC's improvised operations on location at the corner of 66th St. and Central Park West. Seated at typewriter is Jack Begon, a newswriter, taking a quick refresher.

corded music. CBS Radio said that through resourceful rerouting of circuits only four minutes of *Allan Jackson and the News* were affected—the first interruption in the network's history. Bill Cullen, who has a morning show on WNBC, provided that station's listeners with a beeper phone report from his 2nd floor Central Park West apartment where he was marooned without light or elevator service. WNBC-TV aired two special reports.

WQXR missed seven and one-half minutes and WQXR-FM 45 minutes of air time. Radio relay from WQXR-FM's transmitter began at 6:20 p.m. Announcers and engineers made their way crosstown and began regular studio operation while runners supplied news copy from *The New York Times* news room and with program material from the studios. Engineers at the am transmitter in Maspeth, L. I., picked up WQXR-FM off the air and fed it to the am affiliate.

Radio-tv smothering newspapers in suburbs

Radio and television are smothering newspapers in the competitive battle for the attention of growing suburban households, according to *Add 1*, the experimental issue of a proposed new magazine published by the Medill School of Journalism at Northwestern U., Evanston, Ill.

Dr. Eugene J. Webb, director of research at Medill and former director of technical research for the *Chicago Tribune*, writing in the new professional journal, said that the "shimmering of the picture windows" in suburbia today "has obscured the influence and implications of the population change for our mass media, particularly the newspaper." He said "We notice the television antenna, but not the empty porch" without its newspaper, observing that the metropolitan daily newspapers are losing suburban circulation while shelter magazines are increasing their circulation and radio-tv are saturating this growing market.

Dr. Webb cited a study showing 93% of suburban households in the 15 largest market areas of the nation have tv receivers but readership of the top two newspapers in each market totaled only 49.1% coverage. He also noted: "The home-delivered editions of most metropolitan morning dailies contain no news fresher than that carried over broadcast stations at 10 p.m. and 11 p.m. the night before. To expect a 'gee whiz' reaction from the breakfast reader is naive."

Dr. Webb said one newspaper editor has suggested that the morning metropolitan paper will become regional, serving evolving "linear" cities with only the big news, while local news will be left to the smaller peripheral or community papers.

He also pointed out that 10 to 25% of the working population of the big cities don't read any metropolitan paper regularly. "It has been said that newspapers aren't noted for innovation," Dr. Webb said. "Maybe it will be said that those who survive were."

Wyoming Gov. Gage dislikes FCC tactics

Wyoming's Gov. Jack R. Gage objects to the "pseudo-police tactics" of the FCC as much today as he did 20 years ago. Addressing the Wyoming Assn. of Broadcasters June 3, Gov. Gage recalled his days as manager of KWYO Sheridan and said broadcasters should be able to run their business like any other private enterprise, especially in view of their important role in the national welfare.

Verl Bratton, Colorado Springs, Colo., consultant and veteran broadcaster, criticized the present FCC operation under Chairman Newton N. Minow but said some of the chairman's criticism might have been avoided if broadcasters had concentrated more on initiative and creativity.

The association approved a resolution urging the teaching of radio and tv skills at the U. of Wyoming. It decided to retain a part-time assistant for administrative routine.

Florida AP stations honored

Six Florida radio and television stations were honored for outstanding news coverage during 1960 at the annual Florida AP Broadcasters Assn. convention at Daytona Beach.

The radio awards: WPDQ Jacksonville—telephonic news, documentary and features; WSUN St. Petersburg—spot news; WDBO Orlando—telephonic news coverage; WDSP DeFuniak Springs—features.

Television awards went to: WTVT (TV) Tampa—spot news and features; WFGA-TV Jacksonville—documentary.

NAB publishes awards manual

An updated edition of its handbook listing 108 separate awards and citations in the broadcasting field has been published by NAB. The 48-page book was compiled by Richard M. Allerton, NAB research manager. Full details of each award are given, along with names and addresses of sponsors.

The booklet includes awards and citations for announcing, acting, advertising, editing, engineering, programming, producing, public service, scriptwriting and sportscasting.

WAVE-TV viewers use
28.8% more GAS and OIL

—because they drive 28.8% more miles, in 28.8% more cars, trucks and tractors!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

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The place of pay tv in catv's future

COUNT ON IT FOR HEAVY DISCUSSION THIS WEEK IN SAN FRANCISCO

The 13-year-old community antenna industry is approaching a crossroads in the path that has seen it grow from a grass-roots small business enterprise to a substantial industry that has, in the last few years, intrigued the interest of major investment money.

That turning point is expected to be one of the major topics of off-the-agenda conversation at the 10th annual convention of the National Community Television Assn. this week at San Francisco's Jack Tar Hotel.

The continuing growth of multiple catv ownership is a matter of utmost significance to catv operators.

And, crossed with this development, many group catv owners are clearly outspoken about one particular interest they have in the cable antenna service. This is pay tv.

Pay tv is expected to be the most controversial subject discussed in the rooms and corridors of the convention meeting place. Many of the old-line catv owners aren't favorably disposed toward this development in what they firmly believe is, and should remain, an antenna service operation.

Some of their touchiness is due to their feeling that pay tv is being foisted on them by "outsiders." Outsiders, according to this viewpoint, are those who have bought into the cable antenna field in recent years, rather than those who developed it from the ground up.

If cable companies are turned into subscription tv operations, these dissenters avow, then the fat's in the fire; before long catv will be regulated by the FCC, if not by state public utility commissions.

True, But . . . ▪ That pay tv is being fostered by the larger entities in catv, some of whom are newcomers, is true. The adherents of subscription tv over wire lines number some of the largest of the group cable owners:

TelePrompTer Inc., which went into catv only 18 months ago, now owns nine systems, with 20,000 customers.

National Theatres & Television Co., which moved into the catv business two years ago, now has six systems and 21,700 subscribers.

RKO General, this year, bought the Video Independent Theatres chain of motion picture theatres in the southwest. Video Independent is the parent company of the Vumore Inc. catv chain—comprising 14 systems with 15,200 subscribers. RKO General is planning to test pay tv over the air from its WHCT (TV) in Hartford, Conn.

Midwest Video Inc., an old timer in the business, with 10 systems and serving 12,400 customers, holds a franchise from International Telemeter Co. (Paramount Pictures) for a coin-box pay tv system in Little Rock, Ark. Midwest is seeking Arkansas Public Utilities Commission approval for this enterprise.

The Bill Daniels complex, as it is called, is a pioneer catv operator. It owns six systems, serving 3,000 subscribers, and under a management contract operates seven additional systems, serving over 21,000 customers.

TelePrompTer, right from its entrance into catv ownership, envisaged the wire systems as the nucleus of a pay tv operation. Only a year ago, at the NCTA convention in Miami Beach, TPT unveiled its Key Tv system of subscription tv. This operates over landlines and includes now a method for receiving individual billing information at a central headquarters. Key Tv lends itself to what TPT President Irving Kahn has called "participation tv." This means that the subscriber can be interrogated and can make his response known by pushing a button on the Key Tv device in his home. This could be used for program rating surveys, research questionairring and, in the ultimate, for ordering merchandise.

Calling again on catv operations to rally round the pay-tv banner, Mr. Kahn addressed a communication to all NCTA members on the eve of the San Francisco convention:

"Last year at Miami Beach I told you of my firm belief that subscription television was inevitable, and that it should be—in fact, must be—a rallying point for the catv industry.

"The succeeding months have served only to confirm my belief. I urge you, more strongly than ever, to consider the opportunity that subscription television—and particularly 'participation tv' as epitomized by Key Tv—offers us as catv operators."

Another Entry ▪ Although TPT is not exhibiting again at the NCTA convention, another pay tv system is. This is the Home Entertainment System. Also a wired system, HES proposes to put its billing meter on the outside of subscribers' homes. President of HES is Martin N. Leeds, until recently a director of National Telefilm Assoc. NTA holds the franchise to license this system.

The whole question of catv's orientation toward pay tv may come to a head during a scheduled panel on the subject. This is being moderated by Larry Boggs, of Vumore, with these panel members:

Representing pay tv—Mr. Kahn; Dr. William C. Rubinstein, ITC; and George R. Morrell, Midwest Video.

Representing catv operators—M. William Adler, Weston, W. Va.; J. Seibert Worley, Shamrock, Tex.; Gene W. Schneider, Casper, Wyo.; Martin F. Marlarkey, Transvideo-Hotel Operating Co., and William J. Calsam, Oneonta, N. Y.

Pattern Changing ▪ Perhaps the most significant change in the patern of catv in the last few years is the surge in multiple ownership. Originally a grass-roots enterprise, founded and operated by local enterpreneurs, the catv industry today counts some of the largest systems or groups of systems under single ownership.

Aside from those already identified, other major group entities in the catv field now include:

H&B American Corp., Los Angeles, which only a year ago paid $5 million

Starting at the top

William Dalton, president of the National Community Television Assn., felt he ought to have first hand experience in the operation of a catv system. So he donned work clothes, boots and, fully equipped with a lineman's tools and safety belt, joined the field crew of the Potomac Valley Tv Co. in Cumberland, Md., for one week late in May. Here he is beginning a 95-foot climb up an antenna pole to check receiving antennas.

for Jerrold Electronic's nine cable companies and last week completed negotiations to buy the Palm Springs, Calif., system, bringing its total customers to over 40,000. H&B claims it owns or has under contract to purchase catv systems worth over $9 million.

The Antennavision group in the Southwest, with 16 systems and 11,000 customers.

One of the most interesting developments in the catv field in the last few years is the influx of broadcasters. There have been a number of these catv owners with an interest in broadcast properties, but from a scant half-dozen five years ago this number has increased substantially.

Many of them are in the multiple-ownership class; RKO General, the Bill Daniels group (KHOW Denver), and the Antennavision group (KIVA [TV] Yuma, Ariz.).

Others are:

J. Elroy McCaw (WINS New York and other stations), who has an interest in catv in Centralia-Chehalis, Wash.; A. J. Malin (WWNH Rochester, N. H.), Laconia, N. H.; W. L. Piehl and Bruce Hamilton (KXLJ-AM-TV Helena, Mont.), who own a catv system there.

Also Paul McAdam (KPRK Livingston, Mont.), who owns the catv systems there and in Lewistown, Mont.; Everett A. Faver (KOTI-TV Klamath Falls and KBES-TV Medford, both Oregon), catv systems in those cities plus Roseburg and Grants Pass, Ore.; Harry L. (Bing) Crosby (board chairman of the broadcast division of Nafi Corp.), who has an interest in a San Fernando Valley, Calif., catv operation; John Spottswood (WKWF Key West, Fla.), a catv system there; Martin F. Malarkey (WRTA Altoona, Pa.) who is principal owner of Transvideo & Hotel Operating Co. and who is seeking a franchise in Wilmington, N. C. in association with Dan D. Cameron of WECT (TV) there, and has applied for a catv operation in Altoona.

Latest addition to the broadcaster-catv contingent is the *Baltimore Sunpapers* (WMAR-TV) which has bought out 80% interest in WBOC-AM-TV Salisbury, Md. and is awaiting FCC approval of this purchase. WBOC properties include a catv system there.

Sometime the connection between broadcasting and catv is not apparent. The Jack Tar Co. is an example. Jack Tar Co. is the major stockholder in PenNy Tv Inc., which owns catvs in Bradford and Clearfield, Pa., and Olean, N. Y. Jack Tar Co. is controlled by Reserve Life Insurance Co., which owns KWAT Watertown, S. D., and KHOG Fayetteville, Ark., and 80% of KTRN Wichita Falls, Tex.

Broadcasters Fight ▪ At one time the threat of catv to local tv stations was considered acute. For almost five years a small group of broadcasters fought bitterly to throw a halter over the catv companies which competed with them for the limited audience. These broadcasters, led by such broadcast veterans as Ed Craney, Bill Grove and Capt. Harry Butcher, charged that the catv operation in their communities was threatening their existence since the cable companies fed the same audience, many times with multiple choices brought from outside the community. Many of these "outside" programs duplicated the very programs being broadcast by the tv stations. They also claimed that catv systems were using their property without permission.

The battle raged in the states, before the FCC and finally, last year, in Congress. By one vote the Senate refused to hobble catv with regulation by the FCC. Following this action many of the "situations," as the catv people call them, disappeared.

There are about 35 communities which have a local catv system and a single local tv station in competition with each other. Only in three or four, NCTA sources estimate, is the situation still a matter of controversy.

In most situations, the cooperation of the catv company and the local tv station have rendered the problem moot; in some instances this was accomplished by the catv group buying the local tv station—as in Helena, Mont., and Yuma, Ariz.

Pending before the Congress today is a new legislation which would authorize the FCC to referee conflicts between the two adversaries. The catv industry is opposed to this; the FCC and NAB support it.

Rights in Signals ▪ The question of the legal right of catv systems to pick up tv programs is the subject of two lawsuits. In one, three Salt Lake City tv stations have asked the U. S. District Court in San Francisco to enjoin the Idaho Falls, Idaho, catv system from continuing to pick up their signals. A decision on a motion for summary judgment is awaited. The other is a copyright suit brought by United Artists Corp. against NWL Corp. (Clarksburg and Fairmont, W. Va., catv systems). UA claims that this catv operator has been using its films, via pickup from tv broadcasts, without payment or permission. The catv industry considers this so significant that it is raising a defense fund by selling debentures.

The attractiveness of catv as an investment is indicated by the interest of financial investment money coming into the industry. The rate of return is considered healthy—about 20% on investment.

But catv is still considered a speculative investment; the establishment of two or three translators or boosters in a catv area can virtually obviate the need for the cable service.

The riposte by the catv operator is more investment—more channels, perhaps a microwave-relay system to bring in more and more distant programs, and improved facilities.

There are about 35 microwave systems now serving catv systems. There are several dozen applications pending, and as in most maturing industries, some of them are competitive.

Even the procedure for acquiring a franchise has changed in recent years. Once upon a time a catv entrepreneur would ask a city council for permission to string cable on the local utility poles. Today, when not one but several applicants file for this type of franchise, the proffers are made in sealed proposals—and they include such new items as payment of a fee to the city for the grant, and the offer of a percentage of the gross on a yearly basis. This latter runs between 1.5% and 2.5%, it is understood.

Altoona, Pa., right now is considering four such proposals for a single franchise in that city.

The gross revenues of the average catv system run between $100,000 and $200,000 yearly.

SEC Filing ▪ On record at the Securities & Exchange Commission is the first complete public offering of stock in what is essentially a catv group. This is the International Cablevision Corp., newly organized by Ralph M. LaPorte, Ohio furniture chain owner, and Henry M. Diambra, president of Entron Inc. Entron is one of the major manufacturers of catv equipment.

The SEC registration calls for the sale of 164,850 shares of Class A common stock to be placed on the market at $10 per share. The over $1 million due to be realized is to be used to finance expanded operations. The company already owns catv systems in Vero Beach and Fort Pierce, Fla., and in San Angelo, Tex. It plans to build new installations in Tallahassee, Panama City and Eau Gallie, Florida. It also holds an option to buy the Virgin Islands cable company.

The company was incorporated early this year in Delaware. It is authorized to issue 650,000 shares of Class A and 350,000 of Class B common stock. Assets were listed at $1 million, including $400,000 in current assets.

Another illustration of the financial activity in catv properties can be gleaned from the sums being paid for the systems.

Only two weeks ago TPT acquired three systems—two in Oregon and one in California. The Santa Cruz, Calif., system, serving over 3,100 customers, sold for $800,000, according to Hamilton-Landis & Assoc., the broker who handled the sale.

One of the major brokers in the catv field is Daniels & Assoc. of Denver. Last week the company announced that it had negotiated the sale of three systems, although all prices were undisclosed. Catv systems in Cisco and Eastland, Tex., were sold to Jack R. Crosby, owner of the Del Rio, Tex., system; the other, in Martinez, Calif., was sold to N. H. Harris of Casper, Wyo., who also has other catv interests.

These three sales brought to nine the number handled by the Daniels firm in 1961, Bill Daniels, president of the Denver company, reported. In the last three years, he said, the company has brokered catv sales to $9 million.

Freeze Baby ▪ Community antenna companies came into being 13 years ago during the tv freeze (1948-52).

In many western communities there were no tv signals available—or they were so tenuous they required a major receiving installation to bring them into the home—local interests set up high gain, highly sensitive receiving antennas on mountain tops and ran the received signals to tv homes by cable.

The idea took hold and spread rapidly eastward to many communities where reception was poor or inadequate.

Today there are an estimated 1,000 systems. They range from minimum installations serving a few hundred people to major combines serving 20,000-30,000 customers and more. Catv serves in all 2.5 million people, it is claimed.

In the early days the home with a tv set had to pay an installation charge of $50 to $150 to be connected to the cable. In addition there was a monthly installation fee ranging up to $9. Today connection charges have virtually disappeared and the monthly rates run from about $3.50 to $7.50.

Over the past 10 years, over $100 million has been invested in catv, according to best estimates.

The fringe area service has become big business.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KLAK Lakewood, Colo.: Sold by Maurice and Julia W. DaVolt and Edythe G. Walker to Edward Smith Scott, former mayor of Englewood, Colo., and tv producer, for $310,000 plus agreement not to compete for 10 years. Station is 1 kw on 1600 kc.

▪ KWRE Warrenton, Mo.: Sold by J. Soulard Johnson and Harry G. Kline to Glenayre Broadactsing Co. (Harry H. Coon, owner), for $178,500. Mr. Coon is head of Harry H. Coon Productions, Chicago, producer of radio and television station commercials and jingles. Station is 500 w daytimer on 730 kc, holding cp for 1 kw. Broker is Hamilton-Landis & Assoc.

▪ WHMI Howell, Mich.: Sold by Mel Wirth to Ben Hovel and Frank Bignell, for $115,000. Mr. Hovell is with WKOW-AM-FM Madison, Wis. Mr. Bignell is former employe of those stations. Station is 500 w daytimer on 1350 kc. Broker is Hamilton-Landis & Assoc.

Wide interest attends WROC-TV presentation

Yards of news stories, editorial support and features in newspapers that normally are among its steadiest competitors were being counted up last week by WROC-TV Rochester, N. Y., as the fruits of a program that basically didn't cost the station a dime.

The program was built around a 45-minute film, "Operation Abolition," produced by the House Un-American Activities Committee and furnished at no cost to WROC-TV by the local civil defense office, which had been using it as a training film. The publicity that ensued was based on the controversy stirred up among church and other local groups by the announcement that the film would be telecast. The controversial film deals with student-led riots, allegedly Communist-inspired, at West Coast hearings conducted by the committee last year.

When scheduling of the film by WROC-TV aroused protests, the station deferred the showing for a week to take stock and arrange for opposing views to be presented on the same program. Then it was re-scheduled in prime evening time, pre-empting three NBC-TV programs on May 29. The controversy among local groups built to a point where one newspaper, the *Rochester Democrat-Chronicle*, assigned two editorial-page writers to watch the program and prepare independent evaluations of the film. Accounts of the controversy also were carried by rival radio and television stations, WROC-TV reported.

In WROC-TV's presentation, which was produced by Paul Sciandra, director of production and programming for WROC-TV and also program director of WGR Buffalo, the film was followed by 30 minutes devoted to statements by spokesmen for and against the film, and another 30 minutes of open discussion by the same panelists. Officials of Transcontinent Television, which owns the station, said that in addition to the unprecedented newspaper treatment WROC-TV had received several hundred letters which, while divided over the question of fairness or one-sidedness in the film itself, overwhelmingly supported WROC-TV's present action.

Outstanding Exclusive Broadcast Properties

Daytimer with excellent frequency in one of the Southwest's best markets. Showing operating profits. Available to qualified buyer for only $50,000 down.	SOUTHWEST $225,000
This is an AM-FM daytimer in a good multiple station market. Market is in the medium class. $30,000 down payment and terms.	EAST CENTRAL $150,000
A fulltime property in a rapidly growing area. Fine climate. Station is operating in the black. Down payment of $20,000 and terms.	SOUTHWEST $80,000

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

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Criticism: sign of respect, not an insult

SO CAMPBELL SAYS IN TALK TO FLORIDA BROADCASTERS

The broadcasting industry is leading a cultural revolution that in turn lies behind much of the criticism directed at the medium, the Florida Assn. of Broadcasters was told June 15 by Eldon Campbell, vice president-general manager of WFBM-AM-FM-TV Indianapolis.

Mr. Campbell addressed the opening luncheon of the FAB convention in Miami Beach. Approximately 200 broadcasters and guests took part in the three-day program.

All the criticism now aimed at broadcasting provides a tribute to the medium's power, Mr. Campbell said. "Criticism of broadcasting will always be with us as long as we are a powerful medium of communication. It should not be feared, but respected for what it is. The broadcaster should let his public know about station policy by encouraging personal involvement of the station's staff in civic enterprises—by establishing and maintaining constructive rapport with community leaders and opinion markets, getting thoughtful people acquainted with our business."

Criticism is coming from all around, Mr. Campbell conceded, but "things look bright for the thoughtful broadcaster. He should recognize that there will be continual evolution in public interest; he should recognize the fact that he has many more things interesting to the public.

"We must win a war—a war for men's minds. Our nation is faced with this reality. We can't win it when we spend as much time and money undermining the very things that have made us great as we spend defending our position abroad. This is a war broadcasters by facility and training are admirably equipped to wage."

Works Both Ways ▪ Mr Campbell described editorializing as a challenge "not to be feared but accepted as the situation demands." He added that "the freedom not to editorialize does exist and is as important as the freedom to editorialize."

Lee Ruwitch, WTVJ(TV) Miami, president of FAB, said in his opening address that the association has all tv and 70% of Florida radio stations in membership. This strong representation was an important factor in the defeat of state legislation that would have banned beer and wine advertising, he said. He reported Florida Defense Network is the prototype for the rest of the country. FAB, he added, has urged its members to editorialize.

In a joint discussion of broadcast research problems and the recent congressional report on the subject, James W. Seiler, director of American Research Bureau, said his firm would support plans for an industry audience research committee. He appeared in a discussion with George Blechta, vice president of A. C. Nielsen Co.

Mr. Seiler said one of the most serious problems in the research field "has been the evaluation of audience measurement by large segments of the industry, based primarily on comparison of competing services and selection of the one which shows the best picture at the moment for the station or program in which the buyer is interested."

He urged research buyers to follow these rules: buy research to learn facts, not for the best numbers; insist on quality and don't try to be an expert if you're not; utilize the know-how of universities, reps, agencies, networks and consultants; learn the limitations of the research you use; be willing to pay more for improved research.

Fading Fad ▪ Mr. Blechta said complaining about tv ratings "is a less popular parlor game than it was three months ago." He ascribed this to the clarifying effect of the Madow rating report to Congress.

Less-informed critics have been silenced in large measure by the report of statistical experts and by the conclusion that rating services on the whole are doing a reasonably good technical piece of work for the purposes to be served, he said.

He said the report showed that programming faults can't logically be blamed on ratings. He recalled the statement by Chairman Oren Harris (D-Ark.) of the House Commerce Committee that rating surveys, however improved, will not yield results on the national level sufficiently different from present results to indicate need for a change in programming policies. "Ratings are only the tools, not the masters," Mr. Blechta said.

Robert F. Jamieson, assistant business manager, CBS-TV, spoke Friday on the subject of broadcaster responsibilities which transcend the business of "putting pictures on the air." Titling his speech "Broadcasting Is More Than Broadcasting," Mr. Jamieson cited CBS President Frank Stanton's effort to change Sec. 315 as one illustration of the kind of responsibility all broadcasters must exercise with "equal concern."

"Broadcasters must have a highly developed sense of public responsibility if they are going to survive, especially in view of increasing governmental interest

We Hate To Explode The Myth!

But there is no yardstick for buying or selling radio or television stations.

Every property has a combination of different considerations—including gross sales, cash flow, personnel, power, frequency, competition, real estate, contracts, market potential.
We make it our business to know all of these factors and weigh them accordingly!
Your insurance of knowledgeable dealings through . . . .

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EXbrook 2-5671
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NEGOTIATIONS • APPRAISALS • FINANCING

News and nothing but the news on X-TRA

"Most stations have just one word in their names. X-TRA NEWS has two words. The reason is that we wish to make the name X-TRA NEWS descriptive of the service we offer—news and nothing but news. So when someone asks you about the new all-news radio station, the name of it is X-TRA NEWS."

That announcement is one of 100 varieties of promotion spots that Southern Californians have been hearing since May 6 at the 690 point on their radio dials. Along with the promos, the listeners have been hearing a new kind of radio programming—just as the announcement puts it—"news and nothing but news."

In fact, it could be put even more strongly—"hard news and nothing but hard news." Not for X-TRA NEWS are editorials and gossip columns and book reviews and society pages and fashion notes. The station's programming, which goes on 24 hours a day, is like the front page of a metropolitan newspaper, wrapped up in a seven-minute broadcast package. Each newscast is updated from the previous one; each is like a new edition of "Los Angeles' independent and dependable newspaper of the air," as another X-TRA NEWS promo spot puts it.

X-TRA NEWS, whose official call is XETRA, is a Mexican-licensed station, located in Baja California, near Tijuana, just below the California border. It operates on clear channel 690 kc with 50 kw and its signals are beamed up the coast. Its licensee, Radio Difusora, formerly operated the station as XEAK with a popular music format. Today, Russ Barnett, managing editor, supervises the station's collecting, editing and broadcasting of its all-news programming.

News Sources ▪ At first, the news came largely from the tickers of the two major news services, AP and UPI. Then a clipping bureau began augmenting this with material from the top papers of every major U.S. city plus the capitals of other nations around the globe. X-TRA NEWS is now a subscriber to Los Angeles' City News Service to permit a greater emphasis on news of the L.A. metropolitan area which is the station's main audience target. In the near future, X-TRA NEWS plans to add its own Los Angeles news staff of reporters and editors to compile an exclusive news report for the X-TRA NEWS audience.

From the beginning, the audience reaction has been enthusiastic, Cy Ostrup, vice president and general manager of the Texas Triangle, X-TRA NEWS exclusive sales representative, reports. More than 300 letters and a like number of telephone calls have been almost uniformly enthusiastic about the idea of news available at any time of the day or night one wants it, without having to wait for the hour or half-hour time when most stations schedule their newscasts, he said. There have been many suggestions for improving the station's present news service, virtually no complaints about the all-news format.

Unlike many radio stations which refuse to accept musical jingle commercials, X-TRA NEWS welcomes them. Its own promos are all presented against a musical background or accompanied by music, to provide a contrast for the musicless newscasts. To prevent monotony, three newscasters are on duty at all times, each reading copy he himself has previously edited. Each does two newscasts back-to-back (about a 15-minute on-the-air stint), then has a half-hour in which to prepare for his next turn at the mike. The newscasts are backed by the subdued sound of a teletype machine, audible enough to suggest a newsroom setting but low enough so as

X-TRA News is utilizing newspapers, direct mail, television and outdoor advertising in a heavy sales and audience promotion campaign. Cy Ostrup (l), general manager for Texas Triangle Inc., sales rep for X-TRA, shows one of the billboards to Mike Granieri of Burgermeister Brewing Corp., an advertiser on the station.

in the broadcasting industry." Mr. Jamieson emphasized that broadcasters' responsibilities cannot be routed to Rockefeller Center (NBC) or 485 Madison Ave. (CBS), but "to be really effective, the responsibility for public service must have a main Street address."

MBS adds seven stations

Mutual last week added seven new affiliates, bringing to 420 the number of radio stations now on its roster.

The Supreme Broadcasting Co. of Puerto Rico has linked its three outlets with the network and a fourth, WSVI Christiansted, Virgin Islands, now under construction, will become an affiliate when it goes on the air early next year. The three operating Supreme stations are WKYN and WFQM-FM San Juan; WORA-AM-FM Mayaguez, and WPRP Ponce, all Puerto Rico.

Other new MBS affiliates are KLGN Logan and KIXX Provo, both Utah, WKAB Mobile, Ala. and WNVY Pensacola, Fla.

Radiomen told 'go forth and tell your story'

Radio broadcasters should spread everywhere their conviction of the sales effectiveness of the medium, the Virginia Assn. of Broadcasters was told at its June 14-16 meeting by H. Preston Peters, president of the Peters, Griffin, Woodward, station representative firm.

Mr. Peters urged radio executives to tell their story at the agency, broker and advertiser levels "in all ways, by per-

not to interfere with the clear transmission of the news stories.

Music on Promos ▪ Some X-TRA NEWS promos open with a musical prelude and the names of four persons "familiar to Southern Californians — people vitally interested in the events around them — the kind of person, like yourself, who listens to X-TRA NEWS at various times throughout the day to be informed. There's no waiting for hourly newscasts or skimpy headlines on X-TRA NEWS. The news is there constantly at any time of the day or night. X-TRA NEWS, the world's first and only all-news radio station. In the air everywhere over Los Angeles."

The only address announced for the station on the air is that of its Los Angeles sales office in the Lee Tower, the newest of the Wilshire Blvd. skyscraper office buildings. The station's official call, required by law, is given in Spanish in a soft feminine voice and swiftly followed by Mexican music and a description of one of that country's tourist attractions.

Although similar salutes to other cities like Paris, France, and St. Louis, Mo., are also utilized in X-TRA NEWS promos, Los Angeles broadcasters are inclined to resent the Mexican station's attempt to identify itself with listeners as a Los Angeles station. Robert M. Light, president, Southern California Broadcasters Assn., laid their feelings on the line:

"The attempt of this Mexican station to camouflage itself as a Los Angeles operation strikes us as unethical, if not actually illegal. When it announces, "This is X-TRA NEWS at 690 on your Los Angeles dial," it's coming pretty close to going over the line between permissible identification with a neighboring major market and downright deception. It's bad enough here, but if it's allowed to go on unchallenged, XETRA could well become a golden precedent for other Mexican broadcasters eager to snare advertising dollars from across the border, to the detriment of scores of U.S. stations."

Jealousy ▪ Such sentiments are written off as pure competitive jealousy by Mr. Ostrup. And American advertisers and their agencies seem more intrigued by the all-news concept than concerned over border-hopping signals. In its first month on the air, X-TRA NEWS aired commercials for such products as Hamm's and Burgermeister beers; L & M, Salem and Alpine cigarettes, Western Airlines and Kinney shoes, along with Southern California accounts like Pacific Ocean Park and Lake Arrowhead properties.

In addition to the station's own on-the-air audience promotion, spots on three Los Angeles tv stations, naturally placed adjacent to newscasts, large space newspaper ads and numerous outdoor boards keep reminding the public that news is available at 690 kc at any time of the day or night. And Mr. Ostrop is keeping advertisers and agencies aware of X-TRA NEWS through mailings with terse messages presented in hard-to-ignor fashion.

The station already has a sales success story to its credit, for a product as unusual among radio-advertised items as X-TRA NEWS is among radio stations. The product is the portable oxygen equipment manufactured by Metrox Inc., whose market is "still somewhat confined to special interest groups," as Robert DeLorme, president of the Metrox agency, DeLorme, Morgan & Curry, San Francisco, wrote the station on May 25, "although our spot campaign has been running on X-TRA NEWS for only a very short period . . . the response to our messages has been truly surprising. As a matter of fact, results have been more immediate than on any other radio time ever purchased by this agency for any client."

sonal contact, by telephone and direct mail." He said the radio success story must be told "consistently and repeatedly." Presentations should be meaningful, creative and show a thorough grasp of a client's problems and objectives.

Increased competition must be met with greater selling efforts and greater results for advertisers, Mr. Peters said. He predicted the future would be bright for those who reflect enthusiasm and confidence in radio's ability to achieve more results.

ABC parley set

ABC-TV executives and ABC-TV Affiliates Advisory Assn.'s board of governors meet at the Plaza Hotel in New York June 22, it was announced last week.

John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind. serves as chairman of the advisory group.

No formal agenda was announced as of last Thursday (June 15).

everything is **UP*** *at*

WORD

POWER is UP to 5,000 WATTS on 910 KC

RATINGS are UP

Most recent Spartanburg ratings show WORD UP dramatically...

1st in some time periods

(Hooper—Nov. 1960)

*Except the rates. They're the same! WORD's COST Per M is Spartanburg's lowest—by far!

WORD 5,000 WATTS on 910 KC

BELK RADIO — New Power in the Southeast

A new name for K & E

This may sound like we're cozying up to you time buyers at K & E (we are), but we'd like to suggest an appropriate change in the agency name.

Why not let the K & E stand for *Knowledge & Experience*? Surely it was Knowledge that led you to buy WICE when you wanted to push compact cars in Providence. And Experience has certainly kept you with us. Right?

Incidentally, here's a tip to any agency that may not have much k and e about Providence: WICE is the live wire station in this market.

wice

PROVIDENCE

AN ELLIOT STATION

Representatives: Avery-Knodel

ROBERTS TO SUCCEED LONG AT AMPEX

Efficiency moves, policy differences bring change

The resignation of George I. Long Jr. as president of Ampex Corp., and the appointment of William E. Roberts, executive vice president of Bell & Howell, as his successor, were announced Thursday (June 15). Alexander M. Poniatoff, Ampex board chairman, said Mr. Roberts will assume the company presidency Aug. 1.

The change is one of a series among top level Ampex personnel which accompanied a study of the Ampex organization by the management consultant firm of Cresap, McCormick & Paget, to find ways to tighten the organization for more efficient operation.

The positions of executive vice president and of two senior vice presidents were eliminated in April and the line of command tightened by requiring the managers of the various subsidiary companies to report directly to the president. Robert Sackman, who was the executive vice president, became an Ampex vice president and manager of the company's largest operating division, Ampex Instrumentation Products Co. Philip L. Gundy, one of the two senior vice presidents, is now a vice president, serving on the corporate staff under the president. Thomas L. Taggart, the other senior vice president, resigned.

Drop in Revenue ▪ Before resigning, Mr. Long reported that the company's consolidated sales for the fiscal year ended April 30, 1961, totaled $70,105,000, a drop of $3.3 million from the record $73,434,000 achieved the previous year. (The figures were adjusted to include the operations of Telemeter Magnetics Inc., merged into Ampex in December 1960.)

Although the year-end audit is not complete, he reported it's now estimated Ampex books will show a consolidated net loss of about $4 million for the year, just about equal to last year's net earnings of $3,959,000.

Mr. Long said the loss results from three factors: operating expenses and costs initially established to support sales projected at substantially higher levels than those actually attained, a strike of production workers in mid-April and the cumulative effect of special provisions for inventory revaluation and other non-recurring adjustments in the last half of the fiscal year.

Consolidated inventories stood at $21,056,000 on April 30, down more than $4 million from the inventories of $25,386,000 at the beginning of the fiscal year. "Working capital continues adequate," Mr. Long stated, "and the ratio of current assets to current liabilities is greater than two to one. A consolidated backlog of unfilled orders stands in excess of $31 million, an all-time record high and 45% greater than the backlog at the beginning of the fiscal year."

Commenting on the "critical review" of Ampex operations which is now in progress with the assistance of Cresap, McCormick & Paget, Mr. Long said: "Some important proposed organizational changes are being carefully studied and steps are being taken to strengthen our key management group."

Mr. Long announced his resignation in a letter to Ampex management which said, in part: "During the past several years fundamental differences have arisen between the board of directors and me over management in organizational policies. Since it has not been possible to resolve these differences to the satisfaction of all, it did not seem to me that I could exercise the leadership which I believe the company requires. . . . A new chief executive is needed." Mr. Long added that he assisted the board in electing his successor as president. When he leaves that post on Aug. 1 he will continue as a director.

Mr. Roberts joined Bell & Howell in 1936 and worked his way up through the ranks of management, becoming operations vice president and a member of the Bell & Howell board of directors in 1950. He was named executive vice president in 1953.

He was also chairman of Consolidated Systems Corp., a partially owned subsidiary engaged in the development of electronic systems controls for industry, and chairman of the executive committee of Consolidated Electrodynamics Corp., another subsidiary.

In announcing the election of Mr. Roberts as president of Ampex, Mr. Poniatoff said that from 25 years with Bell & Howell, Mr. Roberts will bring to Ampex substantial strength and operating experience in general management organization, marketing, financial and product planning, mergers and acquisitions and internal operations.

Eidophor projector used in commercial tv

A device which projects a bright, sharp, big image in black and white or color was introduced to commercial tv for the first time on *Late News* programs presented by WCBS-TV New York (Mon.-Sat., 11-11:10 p.m.). The Eidophor Electronic Projector, previously used for closed-circuit tv systems, will debut on a CBS-TV later this month (*Douglas Edwards and the News,* Mon.-Fri., 7:15-7:30 p.m.).

The projector is said to have particular applications for hard news and news-in-depth programs, because it can take poor quality, low light intensity newsfilm and project a bright, sharply contrasted and highly detailed image, reportedly equivalent to good film projection.

Accepts All Sources ▪ Eidophor accepts any source of tv picture—live, remote, slide, tape, etc.—and projects it to any size—up to 12 by 16 feet in color and to 24 by 32 feet in black and white. On news shows it allows the newscaster to appear in the same picture with newsfilm, tapes or live pictures without the camera cutting away from one to the other.

The projector, which sells for approximately $25,000, was developed and is manufactured by an electronics division of Ciba Pharmaceutical Products Inc., Zurich, Switzerland. It's been in use in Europe and in Japan for closed circuit medical tv, and also has military applications.

Theatre Network Television Inc., exclusive distributor of the equipment in this country, is also a major customer. The firm announced it has bought some $600,000 worth of the projectors and will locate them in all major markets in the TNT closed-circuit tv network.

Technical topics...

Transistorized ▪ WERE-AM-FM Cleveland, has installed a completely transistorized studio audio system, custom built by General Electric Co. The four audio consoles, designed to fit the stations specific needs, use G.E.'s BC-21-A transistorized console as the standard assembly, flanked by additional 10″ sections. The BC-21-A was modified for stereo broadcasting. The dual-channel system also provides all facilities necessary for switching, mixing and amplifying the outputs of microphones, turntables, tape mechanisms, remote and network lines and other audio sources.

New rectifiers ▪ General Electric Co. has announced availability of a new line of low-current silicon-controlled rectifiers in double-end housing, in which the studs have been replaced by single leads so as to accommodate high current loads without heat sinks. The new SCR's, designated JEDEC 2N1929 through 2N1935, will find applications in pulse modulators, indicators, counters and protective circuits. Information may be had by writing the company, Rectifier Components Dept., W. Genesee St., Auburn, N. Y.

No foreign market for 'cultural' shows

THEY LIKE OUR WESTERNS, COMEDIES; OTHERS TOO EXPENSIVE

The television programs that would do most to improve America's image overseas are being kept out of the foreign market by a combination of (1) talent demands here and (2) public demand there.

The big-money performers who appear in them (or their representatives) insist on being paid, if the programs are exported, at rates that foreign customers cannot justify on the basis of their own audiences' tastes, which—there as here—run more to westerns, mysteries and similar action-adventure formats.

This is the answer that emerged last week from a BROADCASTING exploration of the business background against which the U.S. Information Agency and other image-sensitive groups are calling for the export of more drama and variety programs, music specials and documentaries to counteract the "violence" of more popular U.S. shows sold overseas.

A sampling of opinion among leading program distributors and buying agencies challenged the contention that the U.S. image is being "damaged" by the tv shows currently seen overseas. But it also found agreement that the image, even if not suffering from the current export fare, would be improved if the fare were better balanced.

It was emphasized that all types of programming— *Playhouse 90* as well as *Gunsmoke, Dinah Shore* as well as *Sergeant Bilko*—are available to foreign stations, but that the foreign stations tend to prefer the more staple half-hour shows on the basis of their appeal and their price.

A check of major distributors indicated *The Perry Como Show* is the only live or tape program in the "blue-ribbon" category (exclusive of documentaries) which is carried abroad on a regular basis (in 16 countries). Most distributors are concerned about this lack of "quality" programs abroad and many express a desire to remedy the situation. In the words of one official: "Of course, my personal desire is to let the rest of the world see 'our best face,' so to speak, but it just doesn't seem possible."

No Simple Answer ▪ The solution to this problem will not be found easily. The answer is not simply that foreigners generally enjoy our westerns, action-adventure, and situation comedies and are luke-warm towards our quality dramatic and music-variety productions. A sampling of opinion shows that Egyptians go into ecstasy over *The Sergeant Bilko Show;* the West Germans rave over *Father Knows Best;* the Filipinos are entranced by *The Bishop Sheen Show* and our westerns; the Australians go wild over *Gunsmoke*. But the question persists: why cannot at least some of our "quality" shows, such as *Hallmark Hall of Fame, The Play of the Week, Playhouse 90, Dinah Shore Show, Bell Telephone Hour* and the many music specials find their way to screens in countries throughout the world?

Distributors cited several reasons but the most persistent and overriding one appears to be the comparatively high price of live-tape programs because of performers' and musicians' talent payments and the costs of clearances. Performers' fees seem to be the crucial factor. It was pointed out that present contracts with film unions do not carry these additional costs. Within the framework of talent costs, the American Federation of Television & Radio Artists has set up a payment formula for performers (for example: 20% of the AFTRA minimum scale for Great Britain, 5% for Latin America, 5% for the Far East, all working up to 45% for world-wide use). But these payments are only a part of the performers' cost story. The "name" actors and singers who work through talent agencies, often insist upon 100% of their original fee. (Performers on *Como* have agreed to work for an "equitable" fee, according to an NBC source.)

Distributors of so-called quality programs, usually the network syndication arm, are most reluctant to discuss the role of the talent agency in this predicament. But it is obvious that a top-draw variety show like *The Ed Sullivan Show* or *The Dinah Shore Show* could run into $25,000 or more for the various clearances if the "name" performers insist upon 100% of their original fees. Such payments are regarded as "highly excessive."

But distributors point out that there are factors besides the inordinately high price tag they would have to place on such quality variety-drama programs. They cite these considerations:

▪ The relatively small amount of time available for out-of-the-country programming because of official or unofficial quotas.

▪ A desire on the part of some foreign countries—particularly the more sophisticated ones—to produce their own dramas, musicals and variety programs. (A representative of one foreign tv operation said: "We want from America what we cannot do well ourselves—the westerns, the action-adventures and the situation comedies. We can do our own dramas, music programs and cultural shows.")

▪ A U.S. "quality" program often runs to 60-, 90-minutes or more, and, in non-English-speaking countries, this often poses problems of dubbing and translating that increase cost and/or

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Let us prove that KPOL offers the best buy in Los Angeles. Call Fred Custer, WEbster 8-2345, for full story.

KPOL
AM1540 • FM93.9
LOS ANGELES
REPRESENTED BY PAUL H. RAYMER CO.

NBC-TV's Perry Como
His show is seen in 16 countries

CBS-TV's 'Gunsmoke'
They're wild about Matt Dillon in Australia

weaken the effectiveness of the productions.

Documentaries ▪ One bright spot in the international tv picture is the U.S. documentary—either tape or film. When on film, overseas payments are not required. When on tape, these costs are relatively minor. Most distributors feel that the documentary area is one which could enhance our prestige abroad considerably.

Seymour Reed, President of Official Films, agrees that "less-violent" programs should be exported to foreign countries, and care should be taken not to expose foreigners to situation comedies that show "the father as a simpleton." Official, he said, has found "wonderful acceptance" of its five-minute *Almanac* programs, dealing with significant news events, in 20-odd countries. Official also has received a number of inquiries about its new half-hour series, *Biography,* which will recount the lives of well-known world figures, such as Franklin D. Roosevelt, Adolph Hitler, Benito Mussolini, Erwin Rommel and Charles de Gaulle.

Ralph Baruch, director of international sales for CBS Films, is most outspoken in decrying reports that the U.S. image abroad has been sullied by U.S. programs shown there. He points out that foreign tv stations have a choice of more than 60 hours of programs and pick those they consider "most suitable and most equitable for what they can afford." He insists that in most countries U.S. television accounts for "only a fraction" of the total programming hours and therefore could not make a "striking impact" on the viewers. Mr. Baruch believes that the programs selected by station operators abroad represent their own choice, based on the viewing habits of their audiences. He adds that U.S. television, through such documentaries as *CBS Reports* and *20th Century,* is "highly popular" and "a credit to our country and our industry." He agrees that the documentary, spotlighting both the accomplishments and the problems of the United States, promises to be an increasingly powerful vehicle for raising our stature abroad.

Alvin Ferleger, director of international program sales, NBC Films, believes that on the whole, U.S. television programs carried in foreign markets redound to America's credit. He is not at all convinced that America's image abroad is shaped substantially through our television fare and adds: "I think what we do in Cuba and Laos, for example, helps shape our image." Mr. Ferleger considers the foreign station owner as being in the "driver's seat" because he has many hours of programming to choose from and has only a restricted amount of time for U.S. product. Mr. Ferleger echoes the views of many of his distributor colleagues when he says he would like to see some of our "best programs" on tv abroad. He contends that U.S. producers and distributors have done a "superb job" in the documentary field and cites such NBC programs as *Project 20* and *White Paper* as presentations that are sought eagerly by many foreign stations. He points out that many well-educated foreigners do not understand the complexities under which U.S. distributors must operate and quotes one British friend as saying: "Why do you keep sending us all those westerns?" Mr. Ferleger says he replied: "All those westerns. Do you realize that no more than an average of one hour a day is permitted for non-British tv programming in your country?"

Reluctant ▪ Representatives of foreign stations with headquarters in New York are reluctant to discuss the "image" question openly since many of them are associated with government-owned operations. In general, they endorse the views and opinions of the U.S. distributors, noting that foreign stations have a wealth of U.S. programming from which to choose; they have independence of action in selecting the programs they desire and are bound largely by the desires of their audiences and the prices they can afford. Several point out that the "image" of America has been communicated to them for years through motion pictures. But they are reluctant or find it difficult to explain the image or state whether tv has had a deleterious effect.

American-born Charles Michelson, president of Charles Michelson Inc., which represents tv stations in Australia, Canada, Thailand, Eastern Nigeria and the Virgin Islands, is openly critical of the "few quality programs" operation abroad. He is conducting what he calls a "one-man" crusade to place more top-drawer drama, music-variety and special shows on foreign tv screens and recently wrote the U.S. Information Agency suggesting that USIA might interest itself in such a project.

It is Mr. Michelson's belief that talent and other clearance costs constitute the major consideration in keeping such programs off the foreign stations. He hopes that the "good offices" of the USIA can be utilized to persuade talent unions and star performers to make concessions that would permit "quality programs" to find outlets abroad. He asserts: "I think it is most important for our prestige abroad to show viewers in many foreign lands that we have many fine shows here. I agree that the majority of viewers like

our westerns and action programs, but I think we should show our 'best face' to our critics and the ordinary person abroad."

Big Business ▪ Overseas business accounts for about $31 million to United States television entrepreneurs, according to an estimate made by the Television Program Export Assn. John T. McCarthy, president of TPEA, told BROADCASTING last week that "unfair criticism of our tv programs can work against the business we do there as well as our 'image.'" He points out that remarks made by FCC Chairman Newton N. Minow and USIA Director Edward R. Murrow can have "serious repercussions and consequences abroad." Mr. McCarthy said he had returned recently from an extensive tour of the world and had seen tv programs in modest homes in various foreign countries.

"I can state from first-hand observation of reactions of these viewers that the image of America, conveyed by the vast majority of our programs, is a highly attractive and desirable one," Mr. McCarthy said. "Naturally, we are always interested in constantly and continuously improving the quality of our programs. How many films, books, plays and poems in any one year achieve great distinction? The number of outstanding tv programs, I submit, will compare favorably with any other creative endeavor.

"Of course, to the intellectual snobs, all mass media are to be deprecated. But we must guard against the inadequacy as well as the narrowness and bigotry of this point of view as carefully as we must maintain our efforts at constant improvement."

Wales Tv Assn. gets commercial tv contract

The commercial tv contract for west and northwest Wales has been awarded to the Wales Television Assn. (Teledu Cymru). The new chairman is also council chairman of the Royal National Eisteddfod and local director of education—Dr. B. Haydn Williams. Sir Miles Thomas, former head of British Overseas Airways Corp., is among other directors.

Wales Tv is the last independent company to be appointed by the Independent Television Authority, which since 1954 has nominated 15 companies.. Of these, 11 are already in operation. Two more, Border Tv and Grampian Tv, start operations in Scotland this Autumn.

Next year, Channel Islands Tv begins transmission. The new Wales Tv expects to be on the air by late 1962.

ITA plans for the future envision the opening of ten small satellite stations to boost existing area coverage during 1963 and 1964.

TV SECOND BIGGEST JAPANESE MEDIUM

It's led only by newspapers, reports woman ad executive

Television, youngest of Japan's advertising media, is second only to newspapers in the volume of business, according to Yuriko Saisho, president of Nippoh Advertising Agency, one of the country's largest.

In 1960, she reported last week in Hollywood at a luncheon hosted by CBS Films, the advertising volume in Japanese newspapers totaled 670 million yen ($1.86 million). Television was second with 400 million yen ($1.11 million). Outdoor advertising, including signs, was a close third, with billings of some 395 million yen ($1.07 million); radio was a poor fourth, with a volume of 200 million yen ($555,000), only half as much as went to tv, and magazines in fifth position, accounting for only 125 million yen ($347,000) of advertising money.

Most commercials on Japanese tv are done live, Mrs. Saisho said, but there is a growing number of animated commercials with a humorous treatment that she believes is as good if not superior to the U.S. commercials of this type. Most programs are also done live in Japan and one of the chief functions of an advertising agency is to act as a mediator between the program producers and the sponsors, she stated, admitting that when it comes to a showdown, the advertiser usually wins his point.

There is no government rule about the amount of commercial time allowed, but the broadcasters themselves have agreed to a 10% limit—three minutes of commercial to a half-hour program, six minutes to an hour program. During prime time there is little if any double-spotting, she said, the advertisers preferring to spread their three-minutes worth of commercial time throughout the half-hour, but at noon or late at night, when viewing is light, several commercials may be bunched together.

Tv Popular ▪ Television is extremely popular with the Japanese, Mrs. Saisho said, noting that there are some 6 million sets in that country and 76% of all households are registered tv owners who pay the tv set tax of $1 a month. U.S.-made Westerns are among the most popular programs with Japanese viewers. Japanese is dubbed into voice tracks for all imported programs.

The government does not limit the number of imported shows, she said, but there is a Dept. of the Treasury rule whereby the importation of all products from abroad, including the-

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Yuriko Saisho
Heads all-woman agency

atrical motion pictures and tv films is keyed to the value of the yen in the world market. Up to 1960, she said, the maximum number of U.S. half-hour programs a tv station could show was nine a week. There is a strong tendency to increase that number; broadcasters are pushing for the right to show nine one-hour shows a week, now that so much of U.S. production is moving from the half-hour to the full-hour program category. There is also a movement to lump cartoons and other short programs into one-hour packages.

Mrs. Saisho's agency, founded in 1955 and unique in Japan in that all of its top executives are women, produces many tv and radio programs and commercials for its clients. It also imports tv films from abroad. Among U.S. programs handled by Nippoh are *Rawhide, Wanted Dead or Alive, If I Had a Million* and *Man and the Challenge*. The agency head while in Hollywood made a guest appearance on Thursday's *Panorama Pacific*, early morning show (8-9 a.m.) on KNXT (TV), CBS-owned video station. She showed samples of Japanese commercials on the telecast, giving Los Angeles viewers a chance to compare them with U.S. tv spots.

Tv-radio entries sought for Prix Italia award

American tv and radio entries for the Prix Italia 1961 must be submitted by July 15, Broadcasting Foundation of America stated last week.

The foundation, international division of the National Educational Television & Radio Center, has been designated the official agency to receive and process entries. In tv, entries will be accepted for a musical production and for a documentary. In radio, two entries may be submitted in literary or dramatic works with or without music, and musical compositions with words.

Television productions must have been broadcast after September 1960 and radio productions after September 1959. All U. S. entries should be submitted to the foundation at 10 Columbus Circle, New York 19.

Dunsmore opposes CBC consolidation

The Canadian Broadcasting Corp.'s own board chairman, Robert L. Dunsmore, has asked the Canadian House of Commons Broadcasting Committee to go slow on advancing CBC $70 million to consolidate its production facilities at Toronto and Montreal. Mr. Dunsmore, in private life president of Champlain Oil Products Ltd., Montreal, said he's hesitant about going ahead with the proposed $70 million program because of "uncertainties" in the future of Canadian broadcasting.

Maxwell Henderson, Canadian auditor-general and former CBC comptroller, told the committee the same thing a week earlier. Mr. Dunsmore told the committee June 6 that he personally feels the CBC, which proposes to consolidate its operations in Toronto and Montreal at an estimated cost of about $35 million in each city, should "go slow." CBC offices and production centers currently are spread throughout both cities, though in Montreal CBC occupies a 14-story former hotel.

Later, CBC President Al Ouimet urged the committee to provide CBC financing on a five-year basis instead of annually as at present. He also said CBC has no plans in international television and program exchanges if international instantaneous tv becomes operative through relay transmitters in Iceland and Greenland, or through space communication satellites.

FATES & FORTUNES

BROADCAST ADVERTISING

Frank Smith, vp and management supervisor, Benton & Bowles, N.Y., elected to board of directors.

Charles E. Coleman elected vp of Foote, Cone & Belding, Los Angeles. Mr. Coleman, senior account executive on Lockheed Aircraft Corp. account, joined FC&B's Los Angeles office in 1959.

Leo Rosenberg, retired vp of Foote, Cone & Belding, N.Y., becomes consultant on drug and cosmetic accounts.

Richard Martell, formerly vp, Grey Adv., N.Y., joins Dancer-Fitzgerald-Sample as vp and account supervisor, that city.

Edward D. Gottlieb, formerly president of his own agency in New York, appointed vp for packaged goods division, Carson/Roberts, Los Angeles.

Thomas M. Newell, director of research and **Joseph T. Donovan,** manager of outdoor advertising, D'Arcy Adv., St. Louis, elected vps. Mr. Newell had been with Alfred Politz Research Inc. before joining D'Arcy last year. Mr. Donovan joined agency in 1948.

Mr. Krugman

Herbert E. Krugman, formerly vp of research, Raymond Loewy/William Smith in New York, joins Ted Bates as vp and associate research director. Dr. Krugman had served as survey division manager for Richardson, Bellows, Henry, that city.

Cal Vincent, advertising manager for O'Keefe & Merritt, Los Angeles, joins Charles Bowes Adv., that city, in newly created position of media and research director.

John Lampe appointed vp of S. A. Levyne Co., Baltimore advertising agency. Joining company along with Mr. Lampe will be **Sheldon Cohen** and **Judith Slater,** art director and office manager, respectively, of his former agency.

William J. Boylhart, president of Boylhart, Lovett & Dean, elected president of Western States Advertising Agencies Assn., succeeding **Carl Falkenhainer,** who becomes chairman of board of directors. Others elected were **Earl Culp,** head of Earl R. Culp Co., first vp; **Don Jenner,** head of own company, second vp; **John Spear,** of John Spear & Assoc., secretary-treasurer.

George Allen, Guild, Bascom & Bonfigli, elected president of Hollywood Adv. Club, replacing **Stanley L. Spero,** KMPC Los Angeles. Others elected were **Robert M. Light,** Southern California Broadcasters Assn., first vp; **Oli-**

ver Crawford, TV Guild, second vp; **Bruce Robertson,** BROADCASTING, vp-pr; **Jan Victor,** product publicity, secretary; **Arnold Blitz,** Mass. Mutual Life Insurance Co., treasurer; **John Kemp,** John Kemp Adv., inter-club coordinator; **Lucille Liets,** managing director.

George E. Schaefer, formerly with BBDO, joins Doyle Dane Bernbach, N.Y., as account supervisor.

Jane Reddell, pr and publicity director for Fort Worth's Casa Manana legitimate and summer stock theatre, joins Jack T. Holmes & Assoc., that city, serving with account service, radio-tv production and pr.

Perham C. Nahl, director of creative research at Needham, Louis & Brorby, Chicago, to Leo Burnett Co., that city, as staff economist and research supervisor. He had been with NL&B since 1946.

Mr. Lusty

Mr. Herzbrun

Mr. Beckwith

Mr. Fuller

Gordon H. Lusty and **Robert Herzbrun** elected vps, BBDO. Mr. Lusty is director of marketing and research, Toronto. He was assistant manager of market research for Procter & Gamble, that city. Mr. Herzbrun is account supervisor, Los Angeles. He was appointed account group head in 1960 and was before that in copy department. **Aaron Beckwith** and **Delbert O. Fuller,** elected BBDO vps, were incorrectly identified in picture captions in June 12 issue. Mr. Beckwith had been tv account supervisor, joining agency in 1955. Mr Fuller, account executive, joined BBDO in 1957.

William H. Ensign, who recently left CBS Radio after 25 years of service, joins sales staff of Blair Group Plan. Before his association with CBS, Mr. Ensign was with J. Walter Thompson Co. and is credited with having organized agency's first radio department.

William R. Stratton, formerly of Leo Burnett, Chicago, appointed copy director for Clay Stephenson Assoc., Houston advertising firm.

William P. Yearout joins Richard Lane & Co., Kansas City, Mo., advertising agency, as account executive.

Michael A. Migliaccio joins production department of Wermen & Schorr, Philadelphia advertising agency. He had been with Mel Richman Studios, and before that was production manager of Erwin Wasey, Ruthrauff & Ryan, that city.

Martin Schwager, director of research and media for J. M. Straus Co. of Los Angeles and project director for marketing research firm of Gould, Gleiss & Benn, joins Los Angeles office of Kenyon & Eckhardt as supervisor of research, replacing **Mort David,** who has returned to New York office.

Walter C. Linden, formerly with accounting firm of Ernst & Ernst, Chicago, to Clinton E. Frank, that city, as controller.

THE MEDIA

Mr. Lindemann

Carl Lindemann Jr., vp, programs, California National Productions (now NBC Films), named vp, special projects, NBC News. Mr. Lindemann, who had held his previous post since October, 1960, will be primarily responsible for supervision of *Today* show. Mr. Lindemann joined this company in April, 1948, and held various positions before being named vp-programming, NBC Films.

William D. Stiles has resigned as vp and supervisor of broadcast operations of Donald W. Reynolds (KFSA-AM-TV Ft. Smith, Ark; KOLO-AM-TV Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KOKL Okmulgee, Okla.; KBRS Springdale, KFOY-TV Hot Springs, both Arkansas; KGNS-TV Laredo, Tex.).

Dale R. Woods, division manager for Radio Advertising Bureau in New York, appointed manager of KGVO Missoula, Mont. **Robert Churney,** manager of KGVO since 1959, has been promoted to national and regional sales manager.

James F. Chambers, pr and broadcast media director at Ritter-Lieberman Adv., Allentown, named manager of WRAW Reading, both Pennsylvania.

Milton H. Klein, general manager of KEWB Oakland, assumes direct supervision of station's sales department following resignation of **Dick Calender** as local sales manager to rejoin NBC Spot Sales. He replaces **Richard F. McGeary,** who resigned to join Los Angeles office of The Katz Agency as tv account executive.

Mr. Park

Daniel C. Park named general manager of KCDA (TV) Douglas, Ariz. Mr. Park began broadcasting career with KYW Philadelphia in 1936. In May of 1947 he joined and served as general sales manager for regional Tobacco Network in North Carolina. He also was general sales manager of WIRE Indianapolis for 12 years, prior to moving to Arizona.

Pat Mulherin, formerly commercial manager, WBBQ Augusta, Ga., joins WGUS North Augusta, S.C., as general manager. **William Lenz,** Musicast of The South, succeeds Mr. Mulherin as WBBQ's commercial manager. **John Barnes,** formerly of WAIM Anderson, S.C., joins station as local sales manager, while **Ronald Riplay,** WBBQ program director, becomes news chief. **Lawrence Vanore** succeeds new production director, **William Henderson,** as announcer.

Howard Grafman, general manager of WKFM (FM) Chicago, has resigned. He plans to remain in fm field, opening his own office at 410 South Michigan. Phone Wabash 2-1000.

Bud Connell resigns as manager of WFUN Miami.

Ansley D. Cohen Jr. appointed assistant general manager of WUSN-TV Charleston, S.C. Mr. Cohen has been with station since 1954. He was appointed production manager in 1956 and national sales director in 1958.

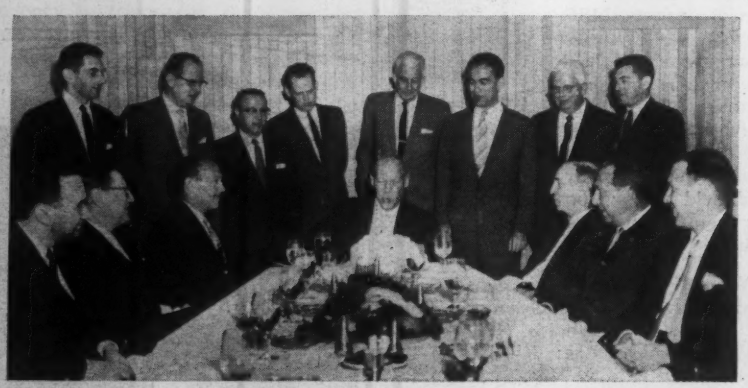
R. L. Friesen appointed assistant manager of KSLY San Luis Obispo, Calif. **J. W. Cowgill** named program director and **Hugh Harling** production manager and chief announcer.

Joseph P. Cuff, eastern sales manager, Robert E. Eastman Co., N.Y., appointed national sales manager. **Richard C. Arbuckle,** executive vp in Chicago, moves to N.Y. as manager of that office. In other changes, **George G. Dubinetz,** vp, Chicago, assumes responsibility for management of office, and **Thomas F. Cosgrove Jr.,** formerly of Reuben H. Donnelly, joins firm's midwest bureau as account executive.

Henry Miller, ABC-TV technical film coordinator, appointed field program coordinator, replacing **Eugene Gordon,** who resigned. **Burt Nodella** appointed director of program development for western division of ABC-TV. Mr. Nodella returns to network, where during 1958 he served as manager of program development for network's western division. **William H. Lynn Jr., John W. Loveton,** and **Edward L. Rissien** appointed to newly created positions of program supervisors. Mr. Lynn was director of program development and supervisor for western division of ABC-TV. Mr. Loveton has been independent producer since 1946, and prior to that was associated with Benton & Bowles; Ruthrauff & Ryan; Foote, Cone & Belding and Lennen & Newell. Mr. Rissien has served as producer during last six years with Screen Gems and Four Star Productions.

Eugene N. Aleinkoff, director of business and legal affairs of National Educational Television & Radio Center, N.Y., named general counsel.

Alan Kennedy Jr., formerly with KDWB St. Paul, joins Tedesco Inc., radio station management firm, that city, as technical director.



AB-PT, ABC observe Siegel's 32 years

Simon B. Siegel (behind the cake), financial vice president of AB-PT and vice president and treasurer of ABC, celebrated a 32-year association with the companies at a luncheon June 6. Mr. Siegel received congratulations from his colleagues shown above (l to r): seated, Jerome B. Golden, vice president and secretary, AB-PT; Edward L. Hyman, vice president, AB-PT; Leonard H. Goldenson, president of AB-PT and ABC; Mr. Siegel; Sidney M. Markley, vice president, AB-PT; Samuel Clark, president, AmPar Records; Robert R. Pauley, vice president in charge of ABC Radio; standing, Herbert R. Hahn, vice president, AB-PT; Frank L. Marx, vice president in charge of engineering; Michael P. Boland, vice president and assistant treasurer; Stephen C. Riddleberger, vice president for owned and operated stations; James L. Brown, assistant treasurer and comptroller; Michael J. Foster, vice president, press information; Harry J. Wright, head of the tax department, and Martin Brown, treasurer of ABC.

George Vickery, for past two years, vp and account executive for pr agency in Miami, appointed promotion manager of WJBF (TV) Augusta, Ga.

Bob Gates promoted from director to production manager of KCEN-TV Temple-Waco, Tex. **Earl Hill,** formerly with KTBS-TV Shreveport, La., named assistant chief engineer.

Toby David, performer with CKLW-AM-TV Windsor, Ont.-Detroit, named program consultant for Broadcasting Div. of RKO General.

Jim Dickey, program director for WSLS-TV Roanoke, Va., named program coordinator. **Jim Shell,** newscaster, named assistant news director. **Ray Chitwood,** technical director, named director-producer and **Andy Petersen,** on promotion staff, appointed technical director and staff announcer. He will also mc station's weather report.

Tony Arnone, pr director for KHJ-TV Los Angeles, named assistant to director of programming.

Phil Edwards, chairman of board of Broadcast Advertisers Reports, New York, elected president of New York chapter of Broadcast Pioneers, succeeding **Arthur Simon.** Others elected were **Jeff Sparks, May Singhi Breen, Vincent Lopez** as vps; **Henriette Harrison,** secretary; **Lillian Okun,** financial secretary; **Robert Higgins,** treasurer.

Done C. Ratterman, radio-tv representative of National 4-H Service Committee, Chicago, elected president of Chicago Chapter of American Women in Radio & Television, succeeding **E. Ruby Anderson** of WGN Chicago. Other new officers are: vp, **Patricia Nealin,** WGN; secretary, **Mary Moore,** American Institute of Baking, and treasurer, **Bernice Munson,** Keyes, Madden & Jones.

Stuart A. Queen, for eight years host-narrator of Army's weekly tv series, *The Big Picture,* joins public information staff of American Red Cross in Washington.

Charles J. Palm named merchandising manager of WEBB Baltimore.

Irwin Brown, news director for WSUN-AM-TV St. Petersburg, elected president of Florida AP Broadcasters Assn., succeeding **Gene Strul** of WCKT (TV) Miami. Others elected were **Vernon Lundquist,** WINK-AM-TV Ft. Myers, vp; **Brad Sherman,** WCKR Miami, secretary-treasurer.

Louis S. Simon, general manager of KPIX (TV) San Francisco, elected president of California Broadcasters Assn., filling out term of **Joe C. Drilling,** who has accepted position with WJW Cleveland.

Fred H. Kaufman, account executive for KOMO Seattle, appointed head of radio sales department, succeeding **John Behnke,** newly appointed station manager.

Richard E. Farnham, formerly of NBC Radio Spot Sales, N.Y., joins Peters, Griffin, Woodward in Boston, as manager of radio division.

William H. Shaw, formerly with NBC Spot Sales, appointed to Chicago tv sales staff, The Katz Agency.

W. C. Woody Jr., local sales manager for WFAA Dallas, named regional sales manager. **Denson Walker,** member of WFAA-TV sales department, replaces Mr. Woody. **Murphy Martin,** member of announcing staff, moves into radio sales department and **George Millner** goes from sales service director to tv sales staff. **M. C. Via,** for past six years with Hearst Adv. Service, joins sales staff replacing Mr. Walker.

Joseph F. Foster, account executive for WSYR Syracuse, N.Y., named regional sales manager for radio-tv. **James S. Crawford,** account executive for WSYR-TV, appointed tv sales manager, succeeding **Fred I. Geiger,** who died May 20 of heart attack. **Donald S. Schardt,** also account executive with WSYR, named radio sales manager.

Sherman Harris, previously with WTYM E. Longmeadow, Mass., and WTRY Troy, N.Y., appointed sales manager of WRIB Providence, R.I.

Richard V. Noble, advertising director of *Delaware State News,* Dover, Del., named sales manager of WDOV, that city.

Virgil R. Galicia, account executive for KHUL Houston, named business development manager for Willoughby & Assoc., pr and advertising agency, that city .

Richard H. Wheat, formerly with WJAS Pittsburgh, to WMAQ Chicago as account executive.

Peter T. Childs, formerly account executive, The Branham Co., Chicago, joins Harrington, Righter & Parsons, that city, succeeding **Robert Gilbertson** who moves to N. Y. office.

Harold S. Tower, regional sales representative for *Reader's Digest* in Indiana, Ohio and Kentucky, joins WSAI Cincinnati as account executive

Tom Green, formerly of WBIC Bayshore, N. Y., joins WABC New York as account executive.

Pat Waller, account executive at Ace Adv., San Diego, joins sales staff of XETV (TV) Tijuana-San Diego.

Warren Gerard, member of WIIC (TV) Pittsburgh sales staff, assumes new responsibilities in areas of market research and community service.

Collins appointed

LeRoy Collins, NAB president and former governor of Florida, named chairman of 25-member advisory committee on new federal program of aid to economically depressed areas. Appointment was made by Secretary of Commerce Luther H. Hodges. Committee is made up of 25 members from fields of management, labor, agriculture, government and public. Members serve without pay. Committee will meet at least twice yearly.

Robert Swanson, on local sales staff of WBBM Chicago, named sales executive for WLW Cincinnati, replacing **Frank Mathews** who has retired.

Ed Eubanks, until recently associated with WSPA Spartanburg, joins sales staff of WLOS-TV Greenville, S. C.

Henry F. Hines, director of advertising and promotion for WBAL-AM-FM-TV Baltimore, resigns to study for Holy Orders of Episcopal Church. **Donald Peacock,** promotional assistant, has been named to replace Mr. Hines.

James Curran, formerly with Ted Bates, N.Y., appointed to New York tv sales staff of The Bolling Co., station representative, effective June 26.

Robert E. Hagan, local sales manager for WTRF-TV Wheeling, W. Va., named sales representative for KYW-TV Cleveland.

Dean R. Dietrich, formerly with U.S. Social Security Administration, to sales staff of WTMJ Milwaukee.

Cecil L. (Lud) Richards, formerly director of sales development of Radio Division of Peters, Griffin, Woodward, New York, to WBBM Chicago as advertising and sales promotion manager. Previously he had been with Radio Advertising Bureau and was national sales manager of WBZ Boston.

Kent Burkhart, formerly of Futursonic Productions, Dallas, joins WQXI Atlanta as operations manager. Mr. Burkhart, who purchased KTXL San Angelo, Tex., in 1959, sold outlet to organize consultant firm, which he later sold to Futursonic.

Thomas McNamara appointed chief engineer of WBNR Beacon, N.Y. **Clinton F. Scott** joins staff as engineer.

Ray Thompson, special projects editor in New York office of Pulsebeat News, named chief of Radio Pulsebeat News, Capital News Bureau in Washington.

Tom Dorsey, news reporter for WBNS Columbus, Ohio, named to organize and head combined news department for WBNS-AM-TV. **Marty DeVictor,** radio sports personality, assigned to present tv sports program in addition to his current duties.

Joe Mosbrook appointed news director of WRCV-AM-TV Philadelphia, succeeding **Ernie Leiss,** who resigned to take over as director of alumni relations for Hahnemann Medical College and Hospital.

Al Anderson, member of WOAI-TV San Antonio news department, named news director, replacing **Frank McCall,** who resigned to accept post with Public Housing Administration in Washington.

Bob Belmar, formerly on U. of Illinois staff, to WCHU (TV) Champaign, Ill., as news director.

Ted Meadows, news editor for KFWB Los Angeles, named news director of KEWB Oakland, Calif.

Lloyd E. Ummel, former assistant farm advisor with WMBD-TV Peoria, Ill., to WCIA (TV) Champaign, Ill., as

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Bob Lassell, for last 13 years news editor for Armed Forces Radio & TV service, joins KGBS Los Angeles as week-end news editor.

Leo Willette, news director for WLOS-TV Asheville, N. C., joins news staff of WWL-TV New Orleans.

George R. Dunlevy, program director at KOIL Omaha, Neb., named national program director of WICE Providence and WLOW Norfolk, Va.

Dick Bing, program director-account executive for WBCM Bay City, joins air staff of WJRT (TV) Flint, both Michigan.

Hal Steppler joins announcing staff of WGMS Washington. Mr. Steppler had been associated with WTOP, that city, until recently. Prior to that he had been on staffs of WMAL and WOL, both Washington.

Jim Evans joins announcing staff of KPHO Phoenix, Ariz. Mr. Evans had previously been with KOOL and KOY, both Phoenix.

INTERNATIONAL

Douglas Trawell, station manager of CFPL London, Ontario, appointed general manager of CKEY Toronto.

D. W. Turnbull to vp and general manager of Foster Adv. Ltd., Toronto.

S. Ramsay Lees, director of broadcasting for BBDO Toronto, appointed to programming division of CTV (TV) Network Ltd., that city.

Jean Nadon, formerly manager of CJMS Montreal, forms own rep firm, Jean Nadon & Assoc., at 1600 Berri St., Montreal. Firm will represent French-language radio stations with CJMS as first station on list.

E. Clyde Bourassa, commercial manager of CFQC Saskatoon, Sask., named president of newly formed Sales and Advertising Club of Saskatoon.

Donald M. Smith, tv division of All-Canada Radio & Television Ltd., Toronto, appointed president of Advertisers' Guild of Toronto.

Lee Raeburn, general sales manager of Stovin- Byles Ltd., Toronto, station rep firm, to general sales manager of CJOH-TV Ottawa, Ont. **W. O. Morrison** to local sales manager of CJOH-TV.

Bill Munro to supervisor of booking and traffic department of Screen Gems (Canada) Ltd., Toronto.

Don Peacock, formerly of *Ottawa Citizen,* to fulltime Ottawa correspondent of CHUM Toronto.

William Ballentine joins creative department of CKGM Montreal.

Lee Dunbar and **Gerry Bascombe** to announcing staff of CFCF Montreal.

PROGRAMMING

Mr. Schlosser

Herbert S. Schlosser, vp and general manager, California National Productions (NBC Films), named director, talent and program administration. Mr. Schlosser first joined NBC in 1957 as attorney for CNP. Mr. Schlosser also served with law firm in New York before joining NBC.

Martin N. Leeds, president of Home Entertainment Co., resigned as member of board, National Telefilm Assn., N. Y.

George R. Snell, formerly president, Informal Communications Inc., appointed Middle Atlantic district sales manager, educational and industrial services department., communications systems division, TelePrompTer Corp., N.Y.

Norman S. Marcus, former director radio-tv publicity, Paramount Pictures, N.Y., succeeds **Peter Cott** as pr and press manager, Academy of Television Arts & Sciences, N. Y. chapter.

Willard Van Dyke re-elected president of Screen Directors International Guild. Others elected for one year were **Don Hershey,** first vp; **Jack Glenn,** second vp; **Joseph Lerner,** secretary; **Robert J. Kingsley,** treasurer. **George L. George** continues as executive secretary of SDIG, which represents directors in East employed in production of tv commercials, industrial, documentary and theatrical film.

Nate Monaster elected president of tv-radio branch of Writers Guild of America West in run-off election against **Barry Trivers.** Same vote, 204 to 182, makes Mr. Monaster second vp of WGAW. Mr. Trivers remains as member of council.

Steve Kambourian, formerly supervising editor, Klager Film Productions, N.Y., named vp in charge of motion picture completion for Transfilm-Caravel film production.

Paul Kalvin, after many years at Tv Industries, joins United Artists Assoc. as account executive for southeastern markets.

Richard M. McFarland, Chicago bureau manager for United Press International, succeeds **Clyde Donaldson** as UPI state manager, Minnesota.

Vincent Y. Bowditch named director of mass media for National Conference of Christians and Jews, replacing **John P. Hudak.**

EQUIPMENT & ENGINEERING

Eugene Daniel Powers, vp and general manager of Components Corp. of America, Chicago electronic parts maker, elected president and director, succeeding **Russell Maguire,** president since 1939.

Theodore R. Swenson, distributor sales manager in Renewal Tube Div. of Sylvania Electric Products Co., Burlingame, Calif., named to same position with Eitel-McCullough, manufacturer of electron power tubes in San Carlos, Calif.

Anthony Burton and **Donald L. Johnson** join Kinetics Corp., Solana Beach, Calif., producer of electronic and electro-mechanical products. Mr. Burton, who was named components group manager, had been with Ampex Video Products Co. in Redwood City. Mr. Johnson appointed electro-mechanical group manager, comes from San Diego Div. of Convair, where he had been senior design engineer.

Adrian Flanter, formerly advertising director for DeJur-Amsco, New York, joins consumer products, Industrial Products Div. of Fairchild Camera & Instrument, that city, as advertising and sales promotion manager.

DEATHS

Charles F. Hanser, 78, vp of Donahue & Coe, New York, died of cancer at his home in Red Bank, N. J., June 14.

T. W. Duval, 67, president of Springfield Newspapers Inc., owner and operator of KYTV (TV) and KGBX, Springfield, Mo., died in automobile accident June 14.

Chester H. Lang, 68, retired pr vp of General Electric Corp., died June 15 of heart attack in Ellis Hospital, Schenectady, N. Y. Mr. Lang was former president of Advertising Federation of America and WRGB (TV) executive.

Robert E. McCarthy, 69, president of advertising agency bearing his name, died of cancer, June 11 in Tampa, Florida.

John P. (Jack) Russell, 31, sales representative in Chattanooga area for Procter & Gamble, and son of Frank M. (Scoop) Russell, Washington consultant for NBC, was found dead in his car in Chattanooga June 12, of carbon monoxide poisoning. An obituary which he had written was beside him. He had been with P&G since leaving college, and had served four years in Navy.

Honolulu d.j. spends day in shark tank

Dick Spangler, KORL Honolulu, who bills himself "radio's most daring disc jockey" for various endurance feats, was put to the test by a listener's dare.

Claiming on the air that he will do anything on a dare, Mr. Spangler was put upon to jump in the Marineland shark tank which contains species from four to 18-feet long, including the deadly Tiger and Hammer Head sharks.

Undaunted, Mr. Spangler conducted his eight-hour show partially submerged and taunted the sharks by swimming the pool three times. To further prove the extent of his boldness, he even managed to pin signs to the sharks' fins and tails, reading "KORL, Dick Spangler was here."

Polar bear funds in Rochester

Rochester's (N. Y.) Seneca Park Zoo is two polar bear cubs richer due to the speedy and successful efforts of WHEC-AM-TV, that city, which answered a pressing financial problem with a one-day fund drive.

Needing $2,500 to purchase the two cubs, the zoo sought the help of the stations which responded with a check for $1,250 (for one bear) and a public appeal which raised sufficient funds to secure the other a few days later.

Having completed that task almost in record time, WHEC-TV turned to the more difficult operation of conducting a bear-naming contest. The winners will be rewarded with $50 savings bonds.

Drumbeats...

Freebies ▪ KIZZ El Paso, Tex., has informed all car rental companies, automobile dealers, electrical service shops, taxicab companies, auto repair and service organizations there that they can have free advertising—with a minor catch. Each time a car is brought into any of the aforementioned places a free commercial will be given if someone sets one of the car radio push buttons to KIZZ (1150 kc). The license number of the car is then sent to the station in return for a commercial. The limit is 20 per organization.

SOUND EFFECTS Hi-Fi and Super

Put life into your dramatic plays, skits, commercials, home movies. Use sound effects from the largest and finest library of its kind. 13 classifications—2000 real-life sound effects for professional or home use. Send 25c for complete 56-page catalog.

NEW DEMONSTRATION DISC contains 14 sound tracks from our library: Rocket Blast-off, Space Sounds, Jets, Babies, Navy Mess Call (bugle), Police Car with Siren, Dogs, Weather, etc. 7" Microgroove, 33⅓ RPM, Vinyl, No. 7-130. Mail $1 TODAY for Demonstration Disc and complete 56-page catalog.

MP-TV SERVICES, Inc.
7000-P Santa Monica Bl., Hollywood 38, Calif.

Howard's last bump?

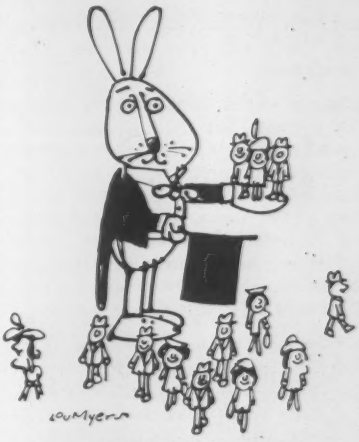
A personal radio appeal by veteran burlesque star Ann Corio may help save Boston's old Howard Theatre from demolition crews. WBZ Boston said last week Miss Corio, a headliner at the theatre in the '30s, will appear next Friday (June 23) on WBZ's *Program Pm* at 10:30 p.m. Miss Corio, who has resided in California in recent years, is attempting to petition city and federal officials to reconsider the levelling of the theatre to make way for a government center in the Scolley Square section. Other entertainers also have rallied to her cause to preserve the old Howard as a theatre-museum, where tourists may view the lost art of vaudeville and burlesque.

Making sure ▪ WRC-AM-FM-TV Washington is making sure radio and television editors read its press releases. Each release sent out by the station will contain the name of an editor who is eligible to win a prize by calling the station.

Proclamation ▪ Through the efforts of KGO-TV San Francisco which spurred the area to assist students in finding summer jobs (BROADCASTING, May 29), 17 Bay area mayors issued a joint declaration, proclaiming last week as "Summer Jobs for Students Week." The official proclamation was 36-inches long and contained 17 city seals.

Big search ▪ Through a series of public service announcements WLEE Richmond has been assisting the Life & Casualty Co. of Tennessee in locating former policy holders who have a total of $1 million coming to them. Every half hour between 10 a.m. and 4 p.m., Mon.—Fri., WLEE has aired a name, hoping to produce leads in locating the missing individuals. Thus far eight missing persons have been found by WLEE after all other means had failed. Virginia state law requires this money to either be placed with its rightful owners or be turned over to the state.

Anniversary promotion ▪ The American Library Assn., national professional organization of librarians, has prepared a special campaign for the observance of the 21st year of *Invitation to Learning*, a weekly CBS Radio program devoted to literary discussions. ALA sent a memorandum to librarians in communities broadcasting the program, inviting them to mark the program's anniversary as an occasion for stimula-



PUSH-BUTTON NUMBERS

The sad part about push-button circulation figures is that the advertiser pays for them—and pays handsomely. And the cost of tickets to The Numbers Game, already pretty high, goes up every time a publisher pushes a button and says: "Add another 3,000 names, George."

In ABP businesspapers, on the other hand, no amount of button pushing is going to produce 3,000 circulation—for *this* circulation has to be paid for . . . and new subscribers just don't jump into line when a publisher pushes a button. Advertising rates that go up at a publisher's decision are somehow harder to swallow than those that rise in response to reader demand.

We have nothing against numbers, understand—when they have dollar signs attached. But we feel that numbers *per se* are not the be-all and end-all in judging publication values. And we go so far as to say that a man who pays $x to subscribe to a publication is more meaningful, even as a sheer number, than one who pays nothing. He wants the publication more than he wants $x.

If you feel, as an advertiser, that the reader should meet you half way by *paying* for a publication, you can be sure you're putting your money on the right numbers when you put it in publications bearing this symbol:

ABP — THE ASSOCIATED BUSINESS PUBLICATIONS

ABC — AUDITED PAID CIRCULATION

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

ting wider readership of literary classics and more extensive listening to the broadcasts.

Ancient radio contest ▪ A Westinghouse crystal set 1919 vintage, was the winner of the "Oldest Working Radio" contest sponsored by WNEW New York. The contest, promoted on *The Pete Myers Show*, required the examining of hundreds of antique receivers before engineers chose the 1919 model as the winner. The owner's prize? A 1961 transitor radio.

Big splash ▪ Don Sherwood, deejay, KSFO San Francisco, used his newfound talent as a skin diver to retrieve hundreds of dollars in small change from the fishing well at the Exposition Fish Grotto for the Hemophilia Foundation of Northern California.

Lucky bride ▪ A southern California bride-to-be, whose measurements most closely match those of Debbie Reynolds, will be married in the wedding dress worn by Miss Reynolds in the recent motion picture, "Pleasure of His Company." The gown will be awarded on KNXT (TV) Los Angeles' morning variety show, *Panorama*, by Edith Head, its designer.

WSAZ pushes for cleaner West Virginia

A counter attack aimed at summer litter adicts has begun in West Virginia as the "Keep West Virginia Clean" campaign gathers momentum. Litter bags, designed by the merchandising department of WSAZ Huntington-Charleston, W. Va., are being distributed throughout the Huntington-Charleston area by Esso gasoline dealers. In photo, West Virginia Governor W. W. Barron (second from right) is presented with samples of litter bags by (l to r) Don Hays, station manager of WSAZ (Charleston), George Andrick, manager of WSAZ (Huntington), and James F. Bedell Jr., Esso public relations representative.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 8 through June 14. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KCOK-TV Tulare, Calif.—KCOK Inc.

KDCD-TV Midland, Tex.—Midland Telecasting Co.

KNDU (TV) Richland, Wash.—Columbia Empire Bcstg. Corp.

New am stations

APPLICATIONS

Rome, Ga.—Sylvia D. Strickland 1360 kc; 500 w D. P.O. address box 228 Thomaston. Estimated construction cost $7,100; first year operating cost $24,000; revenue $35,000 Sylvia Strickland, sole owner, is announcer for WSFT Thomaston. Ann. June 12.

Mississippi City, Miss.—South Mississippi Bcstg. Co. 1520 kc; 5 kw. P.O. address box 387 Gulfport. Estimated construction cost $33,876; first year operating cost $30,000; revenue $36,000. Principals: **George J. Sliman, Holton D. Turnbough** (each 50%). Mr. Sliman owns 17% of real estate holding co., 25% of wired music distribution service and has been Air Force officer. Mr. Turnbough is 50% owner of background music co., is general manager of WHHT Lucedale and has been station manager of WGCM Gulfport. Ann. June 12.

Salem, N. J.—Salem County Radio. 1510 kc; 250 w D. P.O. address 3512 Blithewood Dr. Richmond, Va. Estimated construction cost $12,400; first year operating cost $42,000; revenue $55,000. **Paul W. Stoneburner**, sole owner, is employe of Reynolds Metals Co. and has 10% interest in application for station in Xenia, Ohio. Ann. June 13.

Ralls, Tex.—Crosby County Bcstg. Co. 1530 kc; 1 kw D. P.O. address box 807. Estimated construction cost $15,725; first year operating cost $28,000; revenue $36,000. Principals: **Galen O. Gilbert** (40%), **W. R. Bentley, Phil Crenshaw** (each 25%), **Darrell Willis, Lewis D'Elia** (each 5%). Mr. Gilbert owns two-thirds of KUKO Post, has owned 70% of KBTN Neosho, Wis., and is manager of KTLQ Tahlequah, Okla.; Mr. Bentley owns 25% of KBTN, has been assistant manager and program director of KTLQ; Mr. Crenshaw owns one-third of KUKO, has been district manager of record distribution firm and national sales manager of light bulb distribution firm; Mr. Willis is manager and has been program director of Ralls studio of KUKO; has been program director of KTLQ and commercial manager of KUOA Siloam Springs, Ark.; Mr. D'Elia is manager of Slaton studio of KUKO and has been employe of real estate firm. Ann. June 12.

Existing am stations

APPLICATIONS

KGEE Bakerfield, Calif.—Mod. of cp, which authorized increase of daytime power and installation of new trans., to increase daytime power from 500 w to 1 kw. Ann. June 12.

WNAB Bridgeport, Conn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

WNUE Fort Walton Beach, Fla.—Cp to change frequency from 950 kc to 1400 kc, change hours of operation from D to unl. using power of 250 w N and 1 kw D. Ann. June 14.

WPGA Perry, Ga.—Cp to change ant.-trans and studio location from U. S. 41, 0.8 miles southwest of center Perry to 1.4 miles from center of Warner Robins and change station location from Perry to Warner Robins. Ann. June 12.

KATE Albert Lea, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 12.

KYAP Ruidoso, N. M.—Cp to increase daytime power from 250 w to 1 kw and

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of
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Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

install new trans. Ann. June 12.

KLTR Blackwell, Okla.—Cp to increase power from 250 w to 1 kw and install new trans. Ann. June 12.

WMYB Myrtle Beach, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 1.308 of rules.) Ann. June 12.

WYTI Rocky Mount, Va.—Cp to change frequency from 1570 kc to 1520 kc, increase power from 1 kw to 5 kw (except during critical hours reduced to 500 w) and install new trans. Ann. June 12.

WPIK Alexandria, Va.—Amendment to previous application requesting increase of power from 1 kw to 5 kw and installation of new trans., to change ant.-trans. location from Telegraph Rd., approximately 1.5 miles southwest of center of Alexandria to 450 ft. east of intersection of Ashton and Augustine Sts., Alexandria; make changes in ant. (increase height) and ground system and change type trans. Ann June 12.

WTCS Fairmont, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. for daytime operation. Ann. June 12.

CALL LETTERS ASSIGNED

WEDR Mobile, Ala.—Springhill Bcstg. Inc.

KLOA Ridgecrest, Calif.—Ridgecrest Bcstg. Co.; changed from KRKS.

KWLW Nampa, Idaho—Chester C. Whittington.

WGNU Granite City, Ill.—Tri-Cities Bcstg. Co.

KCGM Columbia, Mo.—Barrington Bcstg. Co.; changed from KBIA.

WQSR Solvay, N. Y.—Entertainment & Amusements of Ohio Inc.; changed from WQSY.

KDAK Carrington, N. D.—Central Bcstg. Co.

KWHA Wharton, Tex.—V. M. Preston.

WHIH Portsmouth, Va.—James Bcstg. Corp.; changed from WLOW.

WWHY Huntington, W. Va.—Ohio River Bcstg. Corp.; changed from WPLH.

WIGL Superior, Wis.—Radio Superior Inc.

New fm stations

APPLICATION

Los Gatos, Calif.—United Bcstrs. 95.3 mc; 943 w; unl. Ant. height above average terrain minus 353 ft. P.O. address 13685 Calle Tacuba, Saratoga. Estimated construction cost $19,693; first year operating cost $26,400; revenue $28,800. Principals: **Richard A. Ingraham** (50%), **Donald R. Ingraham, Berenice A. Ingraham** (each 25%). Mr. Richard Ingraham is business manager of electronics research and development firm, has been instructor of electronics and electronic engineer; Mr. Donald Ingraham is automotive inspector and leaderman for U. S. Army; Mrs. Ingraham is substitute teacher and housewife. Ann. May 12.

Existing fm stations

APPLICATION

WPBC-FM Minneapolis, Minn.—Cp to change station location from Minneapolis to Richfield, Minn., change ant.-trans. and studio locations, change ant. and trans., increase ERP and ant. height above average terrain and delete remote control operation. Ann. June 7.

CALL LETTERS ASSIGNED

KARK-FM Little Rock, Ark.—Arkansas Radio & Equipment Co.; changed from KFMA(FM).

*KEMR(FM) Loma Linda, Calif.—Loma Linda Educational Bcstg. Corp.

KLOA-FM Ridgecrest, Calif.—Ridgecrest Bcstg. Co.; changed from KRKS-FM.

KSCO-FM Santa Cruz, Calif.—Radio Santa Cruz.

WFTL-FM Fort Lauderdale, Fla.— WFTL Bcstg. Co.

WNSH-FM Highland Park, Ill.—North Suburban Radio Inc.; changed from WHPK.

KNDR(FM) Des Moines, Iowa—New Directions Bcstg. Corp.

WGPM(FM) Detroit, Mich.—Ross Mulholland; changed from WQTI(FM).

WOOD-FM Grand Rapids, Mich.—WOOD Bcstg. Inc.

WJGG(FM) Houghton Lake, Mich.—Sparks Bcstg. Co.; changed from WHGR-FM.

WTFM (FM) Babylon, N. Y.—WGLI Inc.; changed from WGLI-FM.

WCHN-FM Norwich, N. Y.—Radio Norwich Inc.

*WOBC-FM Oberlin, Ohio—Oberlin College Student Network Inc.

KFNE(FM) Big Spring, Tex.—Anca Bcstg. Co.

KXFM (FM) Fort Worth, Tex.—KXOL Inc.; changed from KXOL-FM.

KODA-FM Houston, Tex.—Taft Bcstg. Co.; changed from KHGM(FM).

KIMP-FM Mt. Pleasant, Tex.—Mt. Pleasant Bcstg. Co.

Ownership changes

APPLICATIONS

KTUX Pueblo, Colo.—Seeks transfer of all outstanding shares of stock in Steel City Bcstg. Inc. from **Ewald E. Koepke, Frank E. Amole Jr., Alvan S. Perry** (each 30%), **Donald M. Lesher** (4.5%), **Edwin P. Van Cise** (2.5%) and **Richard M. Schmidt Jr.** (3%) to **Wayne D. Costner** for difference between $90,000 and total of liabilities on balance sheet yet to be prepared. Mr. Costner is commercial manager of KTUX and has been sales manager of KYSN Colorado Springs. Ann. June 7.

WWIZ Lorain, Ohio—Seeks transfer of 55% of stock in WWIZ Inc. from **Sanford A. Schafitz** to **Lorrain Journal Co.** for $70,000. Lorain Journal Co. publishes newspaper and is owned soley by estate of S. A. Horvitz. Ann. June 12.

KBYP Shamrock, Tex.—Seeks assignment of license from **Merita Bumpers** (tr/as Shamrock Texas Bcstg. Co.) to **Lyman C. Brown** for $30,000. Mr. Brown, who will be sole owner, has been licensee of KEAN Brownwood and KRAC Alamogordo, N. M. Ann. June 12.

WHAR Clarksburg, W. Va.—Seeks transfer of 30 shares (50%) of stock in Harrison Corp. from **Mason C. Deaver** and **Maruma R. Deaver** (each 25%) to **Charles A. Gaylord** (3.33%), **Frank T. Gregg, Pietro J. Palagino, Jennings Randolph Jr., Flora C. Vespoint** (each 9.99%), total consideration $34,200; and **Glacus G. Merrill** (6.66%) as consideration in return for prior loan of $68,000. Mr. Gaylord is present owner of other 50% of WHAR; Mr. Merrill is applicant for station in Keyser, W. Va.; Flora Vespoint, Messrs. Gregg, Palagino and Randolph are employes of WHAR. Ann. June 12.

WWIS Black River Falls, Wis.—Seeks assignment of license from **Clarkwood Bcstg. Corp.** to **Mary Ann McDonald** (70%) and **John R. McDonald** (30%), for $41,000. Miss McDonald owns home-decorating supplies business and 25% of real estate business of which Mr. McDonald is also 25% owner. Mr. McDonald is also associate of law firm. Ann. June 12.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that April 19 initial decision which looked toward granting application of Belen Bcstg. Co. for new am station to operate on 860 kc, 250 w, D, in Belen, N. M., became effective June 8 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 20 supplemental initial decision which looked toward granting application of Town Radio Inc., for new station to operate on 1480 kc, 500 w, D, in Shippensburg, Pa., became effective June 9 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 19 initial decision which looked toward granting applcations of East Liverpool Bcstg. Co. to increase daytime power of station WOHI East Liverpool, Ohio, on 1490 kc from 250 w to 500 w DA-D, continued nighttime operation with 250 w, and Gerity Bcstg. Co. to increase daytime power of station WABJ Adrian, Mich., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw, became effective June 8 pursuant to Sec. 1.153 of rules. Action June 13.

■ Commission gives notice that April 21 initial decision which looked toward granting applications of Radio Danville Inc., to increase power of station WDTI Danville, Va., from 500 w to 1 kw, continued operation on 970 kc D, and Music Productions Inc., for new station to operate on 970 kc, 500 w D, in Waynesboro, Va. became effective June 12 pursuant to Sec. 1.153 of rules. Action June 13.

STAFF INSTRUCTIONS

■ Commission on June 12, 1961 instructed its staff to prepare report and order concluding clear channel proceeding by rule amendments opening way to assignment of one unlimited time class II station on each of 13 class I-A clear channels, under controlled conditions to provide service to under-served or white areas.

Action does not affect present use of remaining 12 clear I-A frequencies.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. (For story see GOVERNMENT section).

NOW AVAILABLE IN THE RCA LINE OF NEW TRANSISTOR AMPLIFIERS

NEW CUE AMPLIFIER

Useful as a remote line monitor, turntable cueing, remote amplifier monitor, or general purpose monitor.

Complete, from its AC power supply to its 3x5 speaker. Designed especially for information type monitoring, with frequency response compensated for high intelligibility. Up to 10 inputs may be selected by self-contained selector switch. Muting provisions also included. Attractive umber gray housing, with etched aluminum panel, suitable for office desk use. Rack mounting panel also available.

BA-8A *only* **$120**

rack mounting panel **$10**

Write to RCA, Dept. WC-22 Building 15-5, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA

INITIAL DECISIONS

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting applications of Altus Bcstg. Co. (KWHW) Altus, Okla., KGFF Bcstg. Inc. (KGFF) Shawnee, Okla., Plains Bcstg. Inc. (KENM) Portales, N. M., Wooward Bcstg. Co. (KSIW) Woodward, Okla., and Snyder Bcstg. Co. (KSNY) Snyder, Tex., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each with interference condition and KWHW with additional condition, and Charles L. Cain for new station to operate on 1460 kc, 500 w, D, in El Reno, Okla. Action June 14.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting applications of Washington Bcstg. Co. (WOL) Washington, D. C., Delaware Bcstg. Co. (WILM) Wilmington, Del., WDAD Inc. (WDAD) Indiana, Pa., Centre Bcstrs Inc. (WMAJ) State College, Pa., Sky-Park Bcstg. Corp. (WFTR) Front Royal, Va., Miners B/cg Service Inc. (WPAM) Pottsville, Pa., and Cumberland Valley Bcstg. Corp. (WTBO) Cumberland, Md., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, with engineering condition to WPAM and WTBO. Action June 14.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Yoakum County Bcstg. Co. for new am station to operate on 1580 kc, 250 w, D, in Denver City, Tex., conditioned that program tests will not be authorized until Claude Calvin McAdams has submitted evidence that he has severed his connections with station KTFY Brownfield, Tex. Action June 14.

■ Hearing examiner Millard F. French issued initial decision looking toward granting applications of Middle Tennessee Bcstg. Co. (WKRM) Columbia, Tenn., WBAC Inc. (WBAC) Cleveland, Tenn., Florence Bcstg. Inc. (WJOI) Florence, Ala., Cullman Bcstg. Inc. (WKUL) Cullman, Ala., Radio Greeneville Inc. (WGRV) Greeneville, Tenn., WKGN Inc. (WKGN) Knoxville, Tenn., and Franklin County Radio and Bcstg. Inc. (WCDT) Winchester, Tenn., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, each with interference condition. Action June 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting applications of Radio Station WPAY Inc., formerly Paul F. Braden (WPAY) Portsmouth, Ohio, and Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., to increase daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, each with interference condition, and WCYN Radio Inc., to increase power of station WCYN Cynthiana, Ky., from 100 w to 250 w, continued unlimited time operation on 1400 kc. Action June 14.

■ Hearing examiner Herbert Sharfman issued initial decision looking toward denying application of WDUL Tv Corp. For mod. of construction permit of station WHYZ (ch. 10) Duluth, Minn., to change trans. and main studio locations, ant. system and increase ant. height from 800 ft. to 980 ft. Action June 13.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Valley Bcstrs. for new am station to operate on 970 kc, 1 kw, D, in Espanola, N. M. Action June 13.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward granting application of Queen City Bcstg. Co. for new am station to operate on 1490 kc, 250 w, U, in Del Rio Tex., and denying for failure to prosecute application of Val Verde Bcstg. Co. for similar facility. Action June 13.

Routine roundup

■ Commission granted petition by Motion Picture Association of America Inc. for extension of time to June 22 to file comments and to July 3 for replies in proceeding on proposed amendments to Part 3 of broadcast rules to conform with revised "anti-payola" Sec. 317 of Communications Act. Action June 7

ACTIONS ON MOTIONS

By Chairman Newton N. Minow

■ Granted motion by Broadcast Bureau and corrected in various respects transcript of oral argument in Biloxi Miss., tv ch. 13 proceeding. Action June 13.

By Commissioner Rosel H. Hyde

■ Denied petition by Quests Inc., Ashtabula, Ohio, for additional time to June 23 to reply to James V. Perry, Grove City, Pa., petitions for enlargement of issues, and opposition to motion for extension of time, in proceeding on their am applications. Action June 12.

■ Granted petition by Independent Indianapolis Bcstg. Corp. Indianapolis, Ind., and extended to June 5 time to respond to comments and oppositions to petition to enlarge issues filed by Hoosier Bcstg. Corp., WIFE Corp., Sands Bcstg. Corp. and Broadcast Independent for extension of time to file Bureau; dismissed as moot petition by response to comments of Broadcast Bureau on petition to enlarge issues with respect to technical and character qualifications in proceeding on its am application. Action June 9.

■ Granted petition by Washington State University (KWSC) Pullman, Wash., and extended to June 12 time to file replies to exceptions in proceeding on its am application for renewal and mod. of license. Action June 9.

■ Granted petition by Melody Music Inc. and extended to June 20 time to respond to "Broadcast Bureau opposition to petition for reconsideration" in proceeding on its application for renewal of license of station WGMA Hollywood, Fla. Action June 9.

■ Granted petition by MetroMedia Inc., and extended to June 15 time to respond to petition for review of adverse ruling of hearing examiner and petition for clarification of Commission's memorandum opinion and order filed by WHYY Inc., and petition for modification or clarification of issues and appeal from ruling of hearing examiner filed by Rollins B/cg Inc., in Wilmington, Del., tv ch. 12 proceeding. Action June 7.

■ Granted petition by Norwalk Bcstg. Co. (WNLK) Norwalk, Conn., and extended to June 19 time to file exceptions to initial decision in proceeding on its am application. Action June 7.

■ Granted petition by Broadcast Bureau for extension of time to June 12 to file response to petitions by Carnegie Bcstg. Corp., Greene County Radio, Portage County Bsctg. Corp. seeking enlargement of issues in am proceeding; dismissed as moot petition by Portage County Bcstg. Co. and Monroeville Bcstg. Co. filed May 24. Action June 6.

■ Granted petition by WTSP-TV Inc., for leave to file brief not in excess of 70 pages in Largo, Fla., ch. 10 proceeding. Action June 6.

■ Granted petition by Broadcast Bureau for extension of time to June 16 to respond to petition by Marietta Bcstg. Co. (KERO-TV) Bakersfield, Calif., for review of adverse ruling in proceeding on modification of its license. Action June 6.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: July 13 and Sept. 6 on am application of Andrew B. Letson (WZRO) Jacksonville, Fla.; July 10 and Sept. 7 on am applications of Ybor City Bcstg. Co. Ybor City, and Johnson Bcstg. Co. Indian Rocks Beach, both Florida; July 6 and Sept. 11 on am application of Louise E. and Gerald K. Mann (KTKR) Taft, Calif. Action June 13.

■ Granted petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., for leave to intervene in consolidated am proceeding with reference to application of Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J. Action June 13.

■ Granted motion by KORD Inc. (KORD) Pasco, Wash., to dismiss, but with prejudice, its application for cp to increase power of KORD which was in consolidated proceeding with renewal of license of KORD. Action June 9.

■ Scheduled hearing for July 24 in proceeding on applications of Telephone Answering Service of Trenton and Radio Mobile Answering Service for cps to establish new one-way signaling service in Domestic Public Land Mobile Radio Service at Trenton, N. J. Action June 9.

■ Granted petition by Joseph P. Wardlaw Jr., Canton, Ohio, to extent of enlarging issues, to permit showing of whether applicant Portage County Bcstg. Co., Kent-Ravenna, Ohio, would have available to it funds shown in its application. Action June 9.

■ Scheduled prehearing and hearing conferences in following proceedings on dates shown: July 10: in matter of American Telephone & Telegraph Co., regulations and charges for developmental line switched service (Action June 9); July 7 and Sept. 5—am applications of Time Bcstrs. Inc., Springfield and Galen O. Gilbert, Aurora, both Mo.; July 7 and Sept. 5—applications of Plains Tv Corp. and Springfield Tv Bcstg. Corp. for transfer of stock interest in Connecticut Tv Inc. (WHNB-TV) New Britain, Conn., and cps of WHNB-TV and WWLP (TV) Springfield, Mass. Action June 8.

■ In view of order released June 7 dismissing am application of WXEN for new am station in Xenia, Ohio, dismissed as moot pleadings of Greene County Radio and Broadcast Bureau relative to WXEN application. Action June 8.

■ Granted joint request by George Fishman and Regional Bcstg. Co., applicants for new am stations in Brunswick and Halfway, Md., respectively, for approval of their agreement to merge; dismissed with prejudice Fishman's application, but permitted effectuation of merger agreement; retained in hearing status Regional's application for further proceedings and an initial decision by presiding hearing examiner. Action June 7.

■ Scheduled oral argument on June 12 on petition by O'Keefe Bcstg. Co. (WBCB) Levittown-Fairless Hills, Pa., to intervene in proceeding on am applications of Burlington Bcstg. Co., Burlington, N. J. Action June 7.

■ Granted petition by James E. and George W. Vaughn and Ralph J. Bitzer, d/b as WXEN to dismiss but with prejudice, its application for new am station in Xenia, Ohio which was in consolidated hearing. Action June 6.

■ Granted joint petition by Olean Bcstg. Co. Plattsburg, and WIRY Inc. Lake Placid, N. Y., to extent of approving their agreement whereby Olean will withdraw its application for new am station upon reimbursement of $700 for expenses; dismissed Olean application with prejudice retained WIRY application in hearing status for further proceedings and an initial decision by hearing examiner. Action June 5.

■ Scheduled oral argument on petition to amend application of Jacksonville Bcstg. Co. in connection with June 13 prehearing conference in Jacksonville, Fla. ch. 12 proceeding. Action June 5.

By Hearing Examiner Asher H. Ende

■ Issued order following prehearing conference held June 9 in proceeding on am application of Linton D. Hargreaves, Duluth, Min.; ordered if petition for leave to amend and return application to processing line is filed on behalf of applicant on or before June 23, examiner by appropriate order will continue, without date, hearing scheduled for July 24, provided, however, that if such petition is not filed as hereinabove specified hearing shall commence at 10:00 a.m., July 24. Action June 9.

■ On own motion, pursuant to C.F.R. 1.111, scheduled further prehearing conference for June 15 in proceeding on am application of WIRY Inc., Lake Placid, N. Y. Action June 8.

■ Granted joint petition by assignor Walter J. Teich and Kenneth S. Gordon, d/b as Eagle River Bcstg. Co. and assignee Eagle River Bcstg. Inc., to extent of accepting amendment to application for assignment of cp of station WERL Eagle River, Wis., to reduce consideration from $20,000 to $14,-361.63 and reflect changes in listed officers of proposed purchaser; removed application from hearing status and terminated hearing. Action June 7.

■ Granted petition by Jessamine Bcstg. Co. and continued June 12 hearing to July 12, in proceeding on its am application and that of Nicholasville Bcstg. Co., both Nicholasville, Ky. Action June 7.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Long Island's First Station Inc. (WGBB) Freeport, N. Y., and extended from June 8 to June 18 time to file proposed findings and from June 19 to June 27 to file replies in proceeding on its am application. Action June 8.

■ Granted petition by Willamette-Land Tv Inc., for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore. to show changed financial arrangements. Action June 8.

■ Granted petitions by James Bcstg. Inc., for leave to amend its application to change requested increased daytime power of WJTN Jamestown N. Y., from 250 w to 500 w (instead of to 1 kw), and add certain population figures, reopened record to accept amendments and then closed record. Action June 8

By Hearing Examiner Millard T. French

■ Issued order formalizing agreements and rulings made at June 9 prehearing conference in proceeding on am applications of Radio Quests Inc. Willoughby and WHOT Inc. (WHOT) Campbell, both Ohio, scheduled certain procedural dates and hearing scheduled for Sept. 6. Action June 9.

■ Upon oral request by Suburban Bcstg. Inc., Mount Kisco, N. Y., and with consent of all parties, continued June 12 further prehearing conference to June 29 in proceeding on its fm application. Action June 9.

■ Issued order formalizing agreements and rulings made on record at June 7 prehearing conference and scheduled certain procedural dates in proceeding on am applications of

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Lynne-Yvette Bcstg. Co. Albany, and John T. Williams, Americus, both Ga.; July 19 hearing continued to Oct. 4. Action June 7.

■ Upon oral motion by Cullman Bcstg. Inc. (WKUL) Cullman, Ala., and with consent of all parties, extended from June 1 to June 12 date to file proposed findings of fact and conclusions of law in proceedings on its am application. Action June 1.

By Hearing Examiner Walther W. Guenther

■ Granted petitions by Central Wisconsin Tv Inc., applicant for new tv station to operate on ch. 9 in Wausau, Wis., for leave to amend its application to specify new trans. site in order to meet aeronautical requirements of Federal Aviation Agency and to make related changes in engineering portions of its application. Action June 7.

By Hearing Examiner Isadore A. Honig

■ Pursuant to request by Mrs. Evelyn R. Chauvin Schoonfield, applicant for new fm station in Elmwood Park, Ill., for oral argument in connection with her motion filed June 5 to quash *subpoena duces tecum* issued by hearing examiner on May 23, scheduled oral argument on said motion to quash for June 16; counsel for each party will be allowed 10 minutes for argument in chief and five minutes for rebuttal. Action June 9.

■ Granted petition by Seaport Bcstg. Corp., Lancaster, N. Y., for leave to amend its am application to reflect withdrawal of stock subscription and resignation as corporate officer of Thomas D. Clifford. Action June 9.

By Hearing Examiner Annie Neal Huntting

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for indefinite continuance of hearing and dates for collateral matters in proceeding on am applications of Berkshire Bcstg. Corp. Hartford, Conn., and Grossco Inc. West Hartford, pending action upon petitions to clarify or enlarge issues and to consolidate this proceeding with five other proceedings and designate issues for consolidated proceeding. Action June 12.

■ Pursuant to agreement reached by parties at page 313 of transcript of April 24 hearing and chief hearing examiner's memorandum opinion and order, released June 8, severed am application of Dover Bcstg. Co. (WDOV) Dover, Del. from consolidated proceeding; closed record and held open for further action remaining applications in consolidated hearing. Action June 9.

■ Granted petition by Aspen Bcstg. Co., Aspen, Colo., to extent that it requests leave to amend its am application to make changes in engineering and financial data; removed application from hearing; dismissed without prejudice to resubmission for action by appropriate commission authority petition insofar as it requests file number of amended application remain unchanged; and cancelled June 15 hearing. Action June 8.

By Hearing Examiner H. Gifford Irion

■ Denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for continuance of June 27 hearing in proceeding on its am application. Action June 13.

■ Pursuant to June 9 conference, cancelled July 18 hearing and scheduled it for July 25 in proceeding on application for transfer of control of KGMS Inc. (KGMS) Sacramento, Calif. to Capitol Bcstg. Co. Aciton June 9.

■ Cancelled July 19 hearing date and set hearing for Sept. 13 in proceeding on applications of Gordon A. Rogers and Triple G Bcstg. Co. (KWAY) Vancouver, Wash. Action June 8.

■ Granted oral request by Broadcast Bureau and continued June 8 prehearing conference to June 9 in proceeding on application of KGMS Inc. (KGMS) Sacramento, Calif., for transfer of control to Capitol Bcstg. Co. Action June 6.

By Hearing Examiner Jay A. Kyle

■ Granted request by Parks Robinson (WISV) Viroqua, Wis., and extended from June 15 to July 15 time for exchange of hearing exhibits and continued July 6 hearing to July 24 in proceeding on his am application. Action June 9.

By Hearing Examiner Forest L. McClenning

■ Granted joint petition by South Texas Telecasting Inc. (KVDO-TV) and Tropical Telecasting Corp., and extended from June 30 to July 14 date for exchange of written direct cases of applicants in Corpus Christi, Tex. ch. 3 proceeding. Action June 12.

■ Denied petition by South Texas Telecasting Inc. (KVDO-TV) for leave to amend its application insofar as it seeks to specify auxiliary studio to be located in Corpus Christi; granted petition to substitute certain new studio equipment for used equipment, modify terms of letter of credit from Radio Corporation of America to show payment terms of certain liabilities, and to set forth terms of lease proposal for its land and buildings. Action June 12.

■ Granted motion by Common Carrier Bureau to reopen record for further hearing on June 27 concerning certain testimony of Charles P. B. Pinson, Inc. in consolidated proceeding on applications for Domestic Public Land Mobile Service. Action June 5.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after further prehearing conference held June 9 for Group IV in am consolidated proceeding, James R. and Barbara J. Roberts Co., Indianola, Iowa, and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb., (Group IV), from consolidation which now constitutes separate proceeding; scheduled certain procedural dates and hearing scheduled for July 12. Action June 9.

■ Advanced June 19 prehearing conference to June 16 at 9 a.m. in proceeding on am application of Peach Bowl Bcstrs. Inc. (KUBA) Yuba City, Calif. Action June 5.

By Hearing Examiner Elizabeth C. Smith

■ Granted request by Broadcast Bureau and extended from June 6 to June 13 time to file proposed findings and conclusions in proceeding on application of Abilene Radio & Tv Co. for new tv station to operate on ch. 3 in San Angelo, Tex. Action June 7.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 13

KTOP AM-FM Topeka, Kan.—Granted assignment of licenses to KTOP Bcstg. Co. Inc.

WHBT Harriman, Tenn.—Granted acquisition of positive control by Kenneth J. Crosthwait through purchase of stock from Clarence "Hank" Snow.

KMSL Ukiak, Calif.—Granted license for am station.

■ Granted licenses for following fm stations: KCMB-FM Wichita, Kan.; KMMK (FM) Little Rock, Ark.; KBGN-FM Caldwell, Idaho; KBOI-FM, Boise, Idaho.

KLAY-FM Tacoma, Wash.—Granted license covering change in frequency, ERP, ant. height, ant.-trans. and studio location, installation of new trans. and changes in ant. system.

KVEN Ventura, Calif.—Granted license to use old main tran. as alternate main trans. (main trans. location) with remote control.

KCPX Salt Lake City, Utah—Granted license covering change of auxiliary trans. from employing non-DA to DA N & D.

KHQ Spokane, Wash.—Granted license covering change of main studio location and installation of new type trans.

KGMT Fairbury, Neb.—Granted license for am station and specify studio location and remote control point; condition.

WBIZ Eau Claire, Wis.—Granted license covering increase in power and installation of new trans.

***WGTS-FM Takoma Park, Md.**—Granted mod. of license to change name to Columbia Union College Inc.

KVOA-TV Tucson, Ariz.—Granted mod. of cp to change trans. location; type ant.; make changes in equipment; and reduce ant. height.

WILY Greenville, N. C.—Granted extension of completion date to Sept. 13.

Actions of June 12

Clearcreek Tv Booster Assn. Clearmont & Clearcreek Area, Wyo.—Granted cp for new vhf translator station on ch. 13 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition.

Aspen Tv Committee Aspen, Colo.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KOA-TV (ch. 4) Denver, via Ajax Mountain, Aspen ch. 11 translator station; condition.

Rock Lake Tv Booster Club Inc. Rock Lake, N. D.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of KXMC-TV (ch. 13) Minot, N. D.

WBFM (FM) New York, N. Y.—Granted transfer of control from J. D. Wrather Jr. to Wrather Corp.

WBNR Beacon, N. Y.—Granted license for am station.

KALL Salt Lake City, Utah—Granted license covering increase in daytime power, change ant.-trans. location, change DA-N to DA-2, installation new trans., make changes in ground system and deletion of remote control; conditions.

KRDU Dinuba, Calif.—Granted license covering change in frequency, increase power, installation DA-1 and new trans., change ant.-trans. location and make changes in DA and ground systems.

WYFI (FM) Norfolk, Va.—Granted cp to change ant.-trans. location to 1318 Spratley St. Portsmouth, Va.; studio location; install remote control operation of trans.; change trans.; increase ERP to 30 kw; ant. height to 340 ft.; change type ant. and make changes in ant. system.

WOSC-FM Fulton, N. Y.—Granted mod. of cp to change type trans.

WPBS (FM) Philadelphia, Pa.—Granted mod. of cp to change studio location (trans. location); and type trans.

WTFM (FM) Lake Success, N.Y.—Granted mod. of cp to change type ant.; ERP to 12.5 kw; conditions.

■ Following stations were granted extensions of completion dates as shown: WIPE (FM) Detroit, Mich., to Nov. 16; KROW (FM) Dallas, Tex., to July 21; WAAB-FM Worcester, Mass., to Sept. 5; KOL-FM Seattle, Wash., to July 20; KWDC (FM) Houston, Tex., to Sept. 1; WAFM (FM) Anderson, Ind., to Sept. 1.

Actions of June 9

WHTN-TV Huntington, W. Va.—Granted mod. of license to reduce aur. ERP to 158 kw.

WMTV (TV) (ch. 15) Madison, Wis.—Granted mod. of license to specify operation on ch. 15 instead of ch. 33 pursuant to report and order adopted April 5, effective May 15; ERP vis. 148 kw, aur. 74.1 kw; ant. height 1,160 ft.

WREX-TV Rockford, Ill.—Granted cp to change type trans. and make other equipment changes.

WAFB-TV Baton Rouge, La.—Granted cp to install auxiliary ant. at main trans. site.

WMVA-FM Martinsville, Va.—Granted cp to install new trans. and increase ERP to 14.5 kw.

WCOV Montgomery, Ala.—Granted cp to install new trans. as an alternate main trans.-nighttime, and auxiliary trans.-daytime, same location as present main trans.

WTRC-FM Elkhart, Ind.—Granted cp to move ant.-trans. location to Grass Road, 3 miles southwest of Mishawake; change address of main studio to 3600 Oakland Ave., Elkhart (redesignation); decrease ERP to 9.3 kw; increase ant. height to 570 ft.; change trans. and make changes in ant. system.

KGB San Diego, Calif.—Granted cp to install trans. (present main trans. location) as auxiliary-day and alternate main-night; remote control permitted.

WVKO Columbus, Ohio—Granted cp to install new trans.

KNOE Monroe, La.—Granted cp to install new trans. as auxiliary trans. at present main trans. location; remote control permitted while using non-DA.

WLYN Lynn, Mass.—Granted cp to install new trans.; condition.

WPBN-TV Traverse City, Mich.—Granted mod. of cp to move tower location 260 ft. west and 30 ft. north of presently authorized site.

KOLD-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 100 kw vis.; 50 kw aur.; change trans. location, type trans., ant.; make changes in equipment.

WCPC Houston, Miss.—Granted mod. of cp to make changes in ant. system and make changes in ground system.

WCIN Cincinnati, Ohio—Granted mod. of cp to change ant.-trans. location and make changes in ant. and ground systems; condition.

KSLT (FM) Tyler, Tex.—Granted mod. of cp to change type trans.; type ant., and increase ERP to 4.8 kw.

KCUF (FM) Redwood City, Calif.—Granted mod. of cp to increase ERP to 3.8 kw; decrease ant. height to 1,590 ft.; make changes in ant. system; redesignate type ant. and change permittee name to Franklin James.

WZIP Cincinnati, Ohio—Granted change of remote control authority.

■ Following stations were granted extensions of completion dates as shown: WXGA-TV Waycross, Ga. to Dec. 9; WCPC Houston, Miss. to Nov. 15; WCMB Harrisburg, Pa. to July 31; KSCB Liberal, Kan. to Dec. 7; KRON-FM San Francisco, Calif. to Nov. 21; KUDE-FM Oceanside, Calif. to Nov. 7; KSEA (FM) San Diego, Calif. to July 18; KSFV (FM) San Fernando, Calif. to Aug. 1; *WDUB (FM) Granville, Ohio to Oct. 15; KNBB (FM) Newport Beach, Calif. to Dec. 9; KEBJ (FM) Phoenix, Ariz. to Sept. 7; WMOX Meridian, Miss. to Oct. 1; WFFG Marathon, Fla. to Sept. 1; KCUF (FM) Redwood City, Calif. to Oct. 31.

KQIP Odessa, Tex.—Remote control permitted.

Actions of June 8

■ Granted involuntary transfer of control from Kenyon Brown to Ruth E. Brown, executrix of estate of Kenyon Brown, deceased, for the following stations: KSON Broadmoor Bcstg. Corp. San Diego, Calif.; KGLC Miami Bcstg. Co., Miami, Okla.; KITO Radio Associates Inc., San Bernardino, Calif.

KITE Terrell Hills, Tex.—Granted invol-

untary transfer of control from Townsend Growth Fund Inc. to Leslie Krisch, trustee.

KANS Independence, Mo.—Granted acquisition of positive control from Kenyon Brown to Ruth E. Brown, executrix of the estate of Kenyon Brown, deceased, through purchase of stock from Glenn G. Griswold.

KITN Olympia, Wash.—Granted acquisition of positive control by Donald F. Whitman through purchase of stock from Harold C. Singleton.

WCLM (FM) Chicago, Ill.—Granted cp to make changes in transmitting equipment and increase ERP to 60.17 kw.

WVKO-FM Columbus, Ohio—Granted cp to install new trans.

WSIZ Ocilla, Ga.—Granted cp to make changes in ant. system (increase height) and changes in ground system.

WMUU-FM Greenville, S. C.—Granted mod. of cp to change type trans.; condition.

KPGE Page, Ariz.—Granted mod. of cp to change ant.-trans. and studio location.

WJGG (FM) Houghton Lake, Mich.—Granted mod. of cp to change type trans.; type ant.; increase ERP to 19 kw; and decrease ant. height to 165 ft.

KNBB (FM) Newport Beach, Calif.—Granted mod. of cp to increase ERP to 890 w; increase ant. height to 225 ft.; change trans., ant., ant.-trans., studio location and make changes in ant. system; condition.

WRMP (FM) Detroit, Mich.—Granted mod. of cp to change permittee name from Robert M. Parr tr/as Detroit Bcstg. Co. to Robert M. Parr tr/as Triangle Bcstg. Co.

WENZ Highland Springs, Va.—Granted mod. of cp to change type trans.

WMID Atlantic City, N. J.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KAKC-FM Tulsa, Okla., to Oct. 1; WLTV (TV) Bowling Green, Ky., to Dec. 7; KAPP (FM) Redondo Beach, Calif., to July 30; WEST-FM Easton, Pa., to Aug. 1; WHTG-FM Eatontown, N. J. to Sept. 5.

First Baptist Church Pontiac, Mich.—Granted extension of authority to June 10, 1962 to transmit programs from First Baptist Church at Pontiac to Radio Station CKLW Windsor, Ont., Canada.

KWRV McCook, Neb.—Remote control permitted.

Actions of June 7

KXKW Lafayette, La.—Granted license for am station and specify studio location.

KXJK-FM Forrest City, Ark.—Granted license for fm station.

WIKB Iron River, Mich.—Granted cp to replace expired permit for increase in daytime power and installation of new trans.

KBCL-FM Shreveport, La.—Granted cp to install new trans. and decrease ERP to 3.6 kw.

KCMO-FM Kansas City, Mo.—Granted mod. of SCA to make changes in transmitting equipment.

KBER San Antonio, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

■ Following station were granted extensions of completion dates as shown: KTOD Sinton, Tex. to July 27; WRFD-FM Columbus, Worthington, Ohio, to July 10; WCUY (FM) Cleveland Heights, Ohio, to June 30; KMCP (FM) Portland, Ore., to Sept. 20.

KRAL Rawlins, Wyo.—Granted authority to sign-off at 6 p.m. for period ending Dec. 1.

WCRT-FM Birmingham, Ala.—Granted change of remote control authority.

Processing line

STANDARD BROADCAST APPLICATIONS READY AND AVAILABLE FOR PROCESSING PURSUANT TO SECTION 1.354 (c) OF COMMISSION'S RULES—LIST NO. 22 APPENDIX

■ Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on July 17, 1961, standard broadcast applications listed in attached appendix will be considered as ready and available for processing, and that pursuant to Sec. 1.108 (b) (1) and Sec. 1.361 (b) of commission rules, an application, in order to be considered with any application appearing on attached list or with any other application on file by the close of business on July 14, 1961 which involves a conflict necessitating hearing with an application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on July 14, 1961, or (b) by earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications ap-

Continued on page 131

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 15

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,541	55	113	824
FM	815	61	199	128
TV	486[1]	55	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 15

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (April 30, 1961)

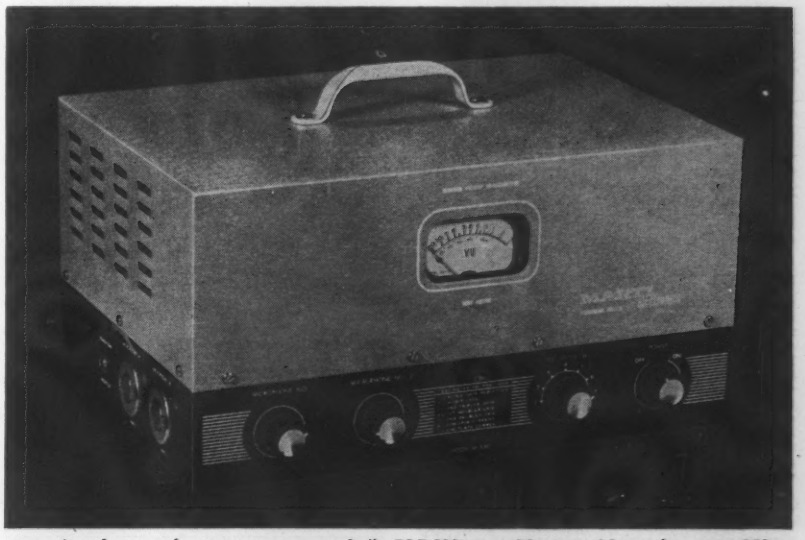
	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Open new markets by originating programs away from the studio with a Marti Remote Pick-Up Transmitter and Receiver. Transmitter and associated equipment easily installed in a car. Sold exclusively by your Collins Broadcast Sales Engineer. Call him for a demonstration.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



transmitter features: frequency response ±3 db, 75-7,500 cps • RF output 15 w. • frequency 152-172 mc • 2 audio inputs adjustable for 50, 150, 250, 600 ohms • input level —70 db • noise level better than —45 db • distortion less than 3% • power requirement 120 v ac, 140 w • receiver features: frequency stability ±0.0005% with crystal oven • audio output +4 dbm at 600 ohms • sensitivity 0.6 microvolts or less for 20 db quieting • spurious response attenuated at least 100 db. For further information contact your Collins broadcast sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for new full time 250 watt am in central North Dakota. Need not have previous managerial experience, but must have good sales record. Box 605F, BROADCASTING.

Resident general manager financially able to purchase minority interest metropolitan station. Box 764F, BROADCASTING.

Manager, strong on sales, five thousand watt 970 kc, opportunity for excellent earnings. Send full details to Lester Gould, KQAQ, Box 481, Austin, Minnesota.

Managers (2) one east, one west, small market Daytimers. Sales backgrounds. Broadcast Personnel Agency, 16 E 52nd St., New York City.

Sales

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Promotion salesmen, combination announcers-engineers, for Virginia good music station. Box 775F, BROADCASTING.

Young, aggressive salesman, 25-35, with first class license. Good position at group station with superior ratings. New equipment. Write now—right now—resume to Al Evans, KOKA, Shreveport, La.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri, Contact Bill Tedrick, owner!

Salesman, experienced. Good guaranteed draw. Unexcelled community acceptance. We are buying another station, get in on a growing, progressive organization. WHLT, Huntington, Indiana.

Account executive position open immediately for experienced radio and promotion man in county seat, single station market. Salary $510 monthly, plus good commission. Contact E. J. Hahn, phone 3827711 only, Carmi, Illinois, after 6:00 p.m. or write Box 31, Carmi, Illinois. Interview required.

Announcers

Announcer-1st class operator needed in medium market. Programming is adult service and information type. This is a top flight operation and we want a top flight announcer with at least 5 years experience. No maintenance required. Salary open, but minimum $475 per month to start. This is a permanent job in a station you can be proud to be associated with. We are choosey and careful in our selection. As we are located in the midwest, we will hire from the midwest only so that we may audition and interview you and your family on the spot. Reply in detail. Box 463F, BROADCASTING.

Rich voiced, mature, experienced announcers wanted for rapidly expanding multiple station operation in major markets. No personalities. Must run tight board, sound authoritative and colorful for good music format. Excellent opportunity for advancement. Send tape, picture and resume to Box 802F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Announcer, first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

Need two staff men who can handle board and do some play-by-play. With midwest independent. Send tape, resume, recent photo. Personal interview required. Box 698F. BROADCASTING.

Quality adult operation now auditioning for high calibre radio announcer. Emphasis on announcing production commercials in mature style. Excellent opportunity, many fringe benefits, midwest location. Box 708F, BROADCASTING.

Afternoon announcer—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

Announcer—1st phone, we will pay a minimum of $7,000 to the right man. Top station in medium midwest market. Adult programming. No maintenance. Must have a minimum of 5 years experience. Send photo, resume and present air schedule. This is a permanent position with plenty of extras. Box 757F, BROADCASTING.

Virginia 5000 watt station has opening for topnotch morning man. Good salary. Send tape, photo and resume. All tapes returned. Box 782F, BROADCASTING.

Week-end announcer . . . First ticket required . . . No maintenance. Could become fulltime position. KLGA, Algona, Iowa.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Announcer, strong on news. Good typist, must have car. Send tape, resume, photo and references to WCSS, Amsterdam, New York.

5,000 watt station desires settled announcer with first phone for night shift. Good music station—Right proposition for right man—Paid hospitalization—Paid life insurance—Paid vacation—40 hour week, no maintenance, emphasis on announcing. Send tape and resume to WEED, Rocky Mount, North Carolina.

Play-by-play sportscaster-dj—immediate opening. Must have at least a year's experience and ability to do baseball, football and basketball and good afternoon record show. Not a top 40 format. Salary open. Give full details in first letter including salary requirements and send tape with play-by-play and record show. All tapes will be returned. William M. Winn, P.D. Radio Station WESB, Bradford, Penna.

Immediate opening for experienced announcer-newsman, Adult music station at the seashore, one hour from New York. Phone Theo Gade, WHTG, KEllogg 1-1410, Asbury Park, N. J.

Announcer-1st phone wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

Help Wanted—(Cont'd)

Announcers

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Immediate opening for experienced announcer. Good future with six-station family chain. Manager, WPNC, Plymouth, North Carolina.

Expanding chain has openings for deejays in Chattanooga. Good opportunity for right men. Send tape and resume to Don Wick, WQOK, Greenville, S. C.

McAlister Broadcasting, leading west Texas chain needs experienced news man and announcers with first phones. Write, wire or call 3416 42nd St., Swift 9-3590, Lubbock, Texas.

Announcers with first class tickets. Southwest and northwest. Broadcast Personnel Agency, 16 E. 52nd St., New York City.

Technical

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Upstate New York metropolitan market station needs experienced technician for operation and maintenance of transmitter studio and directional array. First class license and car required. This is a responsible job with responsible station. Submit complete experience and employment record first letter. Personal interview will be required. Box 713F. BROADCASTING.

Engineer, heavy on maintenance and/or hot control operator for vacation relief in Los Angeles. Box 758F, BROADCASTING.

California station needs chief engineer-announcer Fulltime metropolitan outlet. Excellent physical plant. KNGS, Hanford, California.

Chief engineer for metropolitan Washington am-fm operation. Contact Steve Hart, WAVA, Arlington, Virginia.

Need immediately 1st class engineer with some experience in directional. Announcing secondary. Call or write Manager, WGAI Radio, Elizabeth City, N. C.

Production—Programming, Others

Continuity-writer with 1st class ticket, for remote control operation. This is a top job for the right person. Must be good on continuity and production, good air voice. All benefits and $100.00 weekly in medium mid-west market. Send full details. Box 464F, BROADCASTING.

News editor—with 1st class ticket. Must be fully qualified to handle large scale local operation in central Illinois market. Only top man wanted. Salary is open. Box 465F, BROADCASTING.

Attorney with about 3 years of practice for legal work in broadcasting and general law in law department of corporation. Send resume. Replies will be treated confidentially. Box 792F, BROADCASTING.

Program manager for major midwest radio station. Must be strong administrator as well as practical creative man with good public service background. Supply photo, complete resume including salary requirements in full confidence. Box 793F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Bob Laurence, music librarian, last heard from in San Francisco market. Please contact Johnny Wilcox, CHIQ, 206 King Street West, Hamilton, Ontario. Phone: Jackson 8-0181.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Newsman—Alert, imaginative man for medium Iowa market, with ability to inquire and investigate, write, and broadcast. Send resume, tape, and picture to George Volger, General Manager, KWPC, Muscatine, Iowa.

New station needs program director with solid experience in modern formula radio. Send tape and complete resume to Guy Farnsworth, WOKW, Brockton, Mass.

Wanted, typist 20 hours weekly in exchange for full course. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

RADIO

Situations Wanted—Management

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Station manager with ten years experience. Good record. Consider commercial manager. Box 587F, BROADCASTING.

Selling general manager. 37 and thoroughly experienced—16 years. BA degree. Preference—adult appeal. Can triple ratings, sales and profits; enhance image. Have done it; am doing it. Box 608F, BROADCASTING.

Manager: Young, aggressive man, with college degrees plus sales ability and programming experience, wishes to step up to management. Best references. Box 691F, BROADCASTING.

New or problem stations efficiency consultant. Expert on problem or new stations. Will organize every phase of your station and set it as an efficient, profitable operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Write Box 695F, BROADCASTING.

Community family man. 36 years old, college grad. Radio 10 years experience, all phases. Advertising background. Honest, sincere, hard worker, willing to roll up sleeves and dig in, willing to invest. Best of references. Box 715F, BROADCASTING.

General or commercial manager available soon. Excellent record. Finest references. Extensive radio and newspaper experience. Will improve sales and operation for aggressive owners. Box 754F, BROADCASTING.

Experienced manager/commercial manager. Heavy radio sales. 39 year old family man-college radio degree. Excellent references. Box 760F, BROADCASTING.

Need honest, aggressive man in your company? Experienced manager/sales manager in multi-station market, college grad, family man, feels hamstrung, seeks better opportunity. Box 799F, BROADCASTING.

Ratings down? Billings unsatisfactory? Call Vester Radio Consulting, WKIX, Raleigh, N.C.

Sales

Salesman-announcer-engineer. Proven record. Can help you get profits. Box 586F, BROADCASTING.

Eleven years complete broadcast sales background, including management. Distinguished personal and sales record. Associated with quality operations. Family man. Desire relocation northeast. Write Box 772F, BROADCASTING.

Announcers

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Pleasant, relaxed style, knowledge tasteful music. News, 4 years experience, medium market. Box 590F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Radio announcer with a very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Announcer, dj, 29, family, 3 years experience, relocate northeast. Box 726F, BROADCASTING.

Experienced announcer-technician with first phone. Family man seeking steady employment. Box 727F, BROADCASTING.

College graduate, announcing school, seeking first radio/television job. Very strong sports and news. Good music okay. Serious, sincere, responsible, intelligent. Excellent references, resume, photo, tape available. Prefer west, California. Box 735F, BROADCASTING.

Announcer-dj. Experienced, looking for permanent position in your community, happy sound, fast and tight board. Box 741F, BROADCASTING.

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

Announcer-dj — Young enough for your swinging show, old enough for adult sound and authoritative newscast, experienced enough for tight production. Operate fast board. Married, college, non-floater, $elling sound. Box 752F, BROADCASTING.

Late pm-early am jazz-flavored show desired in large metro. 3 years experience at NBC affiliate. Let tape speak for me. Box 743F, BROADCASTING.

College graduate, English and speech major, excellent sports background. All types of announcing, but prefer sports. Limited experience. Box 744F, BROADCASTING.

Just briefly—well experienced in major markets . . . inviting all offers . . . immediately available. Resonant, relaxing voice. Box 746F, BROADCASTING.

Negro announcer-DJ-married, clean living, college. Adaptable for sweet or swinging sound, double as newscaster. Fast board. Like permanent position in town with large negro population. Box 753F, BROADCASTING.

Young man seeks start in radio. Trained voice, broadcasting school. Some college, third phone. Box 756F, BROADCASTING.

Is your slump showing? Twice the rating (Pulse) of nearest competition in five station market. Strong swinging personality, who understands format radio. $650 minimum and contract only. Let's get together and both make a buck. Box 763F, BROADCASTING.

Announcer-record-librarian. Some air experience, anxious to learn, have done record hops. Good knowledge of records and current hits. Available immediately. Box 768F, BROADCASTING.

Popular music dj. New ideas. Good board, news. Radio school. Box 769F, BROADCASTING.

FMers with big plans: Experienced announcer-pd, 1st ticket, available. Box 773F, BROADCASTING.

Sports director looking for sports minded station. Finest of references. Box 774F, BROADCASTING.

Swinging dj, young, but draft free. Good tight board, seeking relocation, able family man, want position immediately. Cut all shows. Box 780F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Pleasant personality seeks initial opportunity. Strong newscaster. Loyal, ambitious, mature. Box 781F, BROADCASTING.

Personality. Announcer-dj, news analyst. Radio and tv, on camera, experience. Smooth production-tight board. College, veteran, first phone. Box 783F, BROADCASTING.

A professional air personality with top ratings in a major metropolitan market is now available! I offer strong air salesmanship, ability to capture and keep audiences, bright, happy delivery, family stability, and a first class ticket! Any major or medium market station that would like to add these and other desirable assets to their operation at reasonable cost are invited to reply immediately. Box 784F, BROADCASTING.

Quality announcer for adult of modern format station. Also an outstanding newsman and accomplished time salesman. Married, southwest is preferred. Excellent references. First phone. Box 785F, BROADCASTING.

Top northeast major market dj desires to relocate, better pay. Box 787F, BROADCASTING.

Announcer-Mature dj. Now holding prime listening time in major market. Ready to negotiate for attractive broadcasting opportunity, either radio or television. Box 794F, BROADCASTING.

Announcer—Experienced. General broadcasting; good recorded music "not too far out" either way; "good voice, effective language, pleasant personality." Excellent references. Box 795F, BROADCASTING.

Gal announcer, employed with 5 kw network affiliate, wishes to relocate. Experienced in general air work—women's programs, production commercials. Box 797F, BROADCASTING.

Young, ambitious announcer, wants dj, sports, play-by-play. Recent graduate reputable school of broadcasting. Good technical background. Tape available. P.O. Box 5803, Cleveland 1, Ohio.

Negro personality. DJ-announcer school graduate. Some experience in rhythm and blues with a good sound, good on adlib and radio sales. John Greene, 1906 Pacific St., Brooklyn 33, N. Y.

Pgh. radio/tv announcer—5 years experience-seeks position in another major market. Will do the nice job. Pay must be comparable to my background and ability. Terry Parker, 329 Fallowfield Ave. (R), Charleroi, Pa. HUdson 3-3756.

Announcer, 1st phone. No maintenance, no car. $85. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

2nd class, can type, news, ad lib, write copy and single, and not bad with the broom. Tom Stanton, 5951 Washington. PA 5-8660, St. Louis 12, Missouri.

Experienced, young, versatile personality wishes to locate in Virginia, North Carolina area. No c&w. Personal interviews available. Bob Waller, 2649 N. Upshur St., Arlington, Va. JA 7-0424.

Technical

Chief engineer-announcer. Much experience with both. Also copy. Make offer. Box 588F, BROADCASTING.

Experienced chief engineer, announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

Experienced chief engineer-announcer . . . seeking position with reputable company. Life long technical study and experience, over five years combination operation. Mature voice, have run every type show in radio . . . good news presentation. Move anywhere, excellent record of past employment, debt free and in love with radio. Family man in early thirties. Write me and I'll call you. Box 747F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineer—11 years (2 stations) experience—5 tv; construction, maintenance, two-way and microwave. Seek betterment-permanent. Box 755F, BROADCASTING.

First class radio telephone license, 3 years control board and transmitter experience. Box 766F, BROADCASTING.

Dependable 1st phone light engineering, announcing for quality music operation. Box 767F, BROADCASTING.

Position in Washington, D. C.—graduate tech schools—1st phone. 3½ years experience fm-am, some announcing experience. Box 791F, BROADCASTING.

First phone plus 12 years varied experience: announcing, maintenance, programming. Family man. Prefer southeast. $125.00 weekly. Box 798F, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced c.e. and xmtr man—Sober—4F—not cram school Qth: W2/W3/W8. Mick, Philadelphia 16, 515 Buxmont.

Port Arthur graduate, first phone, twelve years in electronics, eight in broadcasting, some tv experience. Radio or tv. Box 241, Cedartown, Ga.

Chief engineer, 25 years all phases. Excellent maintenance and administration. Prefer west or southwest. Box 552, Paducah, Kentucky.

Engineer seeking opportunity in broadcast field. Vast experience in 2-way and special equipment including maintenance, construction, towers, and all other phases. Some fm broadcast maintenance. Limited announcing. Ray Hodges, 5813 Tackett Ct., Ft. Worth, Texas. JEfferson 6-5123.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Situations Wanted—(Cont'd)

Production—Programming, Others

Young newsman on way up. Encouraged by present employer to take giant step from one man news operation to first rate news department. 30, married, 2 children, sports editor Harvard Crimson, play-by-play a specialty, magazine and newspaper background, prefer within 250 miles NYC. Will come for interview. Box 598F, BROADCASTING.

Program-production manager, 35, returning after year's special work in Europe. Ten years experience in all phases of US radio, from smallest to largest stations. College degree. Especially adept in music programming, spot production, new ideas. Salary important, but not as important as happy, permanent position. Available July 15th. Write Box 704F, BROADCASTING.

Announcer-pd. 11 years experience in all phases of announcing. Specialty: Personality-dj. Salary $150. Box 716F, BROADCASTING.

Girl with radio traffic experience desires to relocate in east. References. Box 740F, BROADCASTING.

Creative copywriter desires free rein with Texas good music station. Family. References. Box 748F, BROADCASTING.

Newsman-Experienced, employed, accredited UN correspondent, college degree-adult news only. $135. Box 750F, BROADCASTING.

Quality, salable, modern programming delivered by thorough professional. Major markets. Box 786F, BROADCASTING.

Major market production manager wants programming-production position with future. Degree, married. 11 years experience writing, producing, announcing, programming music. Box 789F, BROADCASTING.

Experienced, production mined pd-announcer. 1st phone, married, prefer west, presently employed. Box 790F, BROADCASTING.

Radio-tv newsman, reporter, air work, newsfilm. Major market experience, references. Staff cut. Available July 1 Box 801F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

Copywriter: Broadcast school trained, male, single, car, anywhere, any wage. References and samples prove I'm one of best . . . Limited announcing experience. Available now. L. Greene, 3355 Regent Avenue North, Minneapolis 22, Minnesota.

TELEVISION

Help Wanted—Sales

Looking for a hard hitting commercial manager, for hard sell station. Right man must believe in future of uhf. We do have great plans Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

California vhf network station with 50% share of audience needs professionally experienced tv salesman with proven record. Generous guarantee plus commission. Ideal situation plus perfect area to live with room for advancement with multiple owner. Send all facts to Department C, KSBW-TV, Salinas, California.

Florida: WINK-TV, Ft. Myers, is seeking a creative, aggressive, and loyal sales manager. Good future. Write Joe Bauer. No phone calls please.

Announcers

Texas vhf—Needs announcer with experience in weather and on-camera commercial work. Excellent market with good benefits and chance to advance. Prefer family man from southwest looking for permanent position. Send details Box 771F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Television announcer for southern New England market. Interested in good booth man with potential for commercials and weather programs. Phone Robert Terra, New Haven, Conn, Spruce 7-3611—noon to 5:00 p.m.—no weekend calls.

Technical

Chief engineer for tv-am network station in the Rocky Mountains. Position open June 15, 1961. Salary open. L. Berger, KTWO AM-TV, 3900 East 2nd, Casper, Wyoming.

Production—Programming, Others

Wanted: Creative copywriter for Florida's second largest market. Production minded, experienced. Send copy and resume to Box 745F, BROADCASTING.

Motion picture and still photographer. Must be creative, yet have full technical command of still, sound, silent and processing techniques. Prefer man with imagination and ability to deviate from routine newsreel and still methods. Major news operation in northeast. Box 776F, BROADCASTING.

Florida tv station has opening for photojournalist. Require journalism background, ability to handle 16mm camera, auricon and cine-voice; edit. Starting salary commensurate with experience. Send full details. Box 788F, BROADCASTING.

TV traffic manager needed for two network central California station. Complete charge of department. Offer permanency, good salary, fine medical plan in ideal climate. Write: Dept. D, KSBW-TV, P.O. Box 1651, Salinas, California.

TELEVISION

Situations Wanted—Management

One of top 3 tv salesmen in three station market in the top fifty ready to step up to sales manager. 7 years experience plus radio and agency background. Experienced in agency presentations, ambitious, capable, prominent civicly. Top business and personal references. Reply Box 770F, BROADCASTING.

Sales

National sales manager (television or radio). Self-starting sales producer wants job with challenge and growth potential. 13 years experience sales manager, station manager, rep sales. Strong sales and administration. Last six years N. Y. C. Interested in midwest, southwest, west. Will meet your rep in New York. Box 779F, BROADCASTING.

Announcers

Radio announcer with very good background wants permanent job in television as an announcer. Will go in person for auditions. Box 720F, BROADCASTING.

Technical

6 years experience tv broadcasting-supervisory maintenance. 2 years field engineer leading CCTV manufacturer. Desire supervisory position. Box 606F, BROADCASTING.

Production—Programming, Others

Director-producer, 7 years experience. Can do all of board. Wish to relocate. Best references and credit. Write Box 751F, BROADCASTING.

Newspaper photographer wants to make big switch to tv news. Also experienced in selling advertising. Box 759F, BROADCASTING.

Director: 6 years. No baby-sitting wanted. Top shows, references. Box 761F, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director; 10 years network director, 2 years local director, 3 years local sales. Excellent reputation. Will invest. Must have solid situation. Box 601F, BROADCASTING.

Producer director, 10 years experience in all phases of tv production. Married, original, inventive. Requires position in major market. Box 765F, BROADCASTING.

Assistant tv-news director in major market seeks advancement to top job . . . strong on air . . . writing . . . camera work . . . ideas and agressiveness. Made $14,000 last year. Available immediately. Box 778F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

FOR SALE

Equipment

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

FM antenna. Andrew 1304-2 four bay FM antenna. Currently 101.3 MC, can be retuned, $600.00 or highest reasonable offer. KPEN, 1231 Market Street, San Francisco.

RCA 73 B disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

Like new 250 watt Collins 300-G transmitter. Reasonable. Write Brazil O'Hagan, WNDU-TV, South Bend, Indiana.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

"Little old lady wants to sell." A real steel tower. 300 ft. Blaw Knox tower with guys. Heavy, rugged, mount tv and fm or use for am, insulator included. Dismantled, will sacrifice at only $2,000.00. Ideal for low band tv. Call John Knorr (little old lady) at WTRN, Tyrone, Penna. MU 4-3200.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Coax Rg 252U. New. 100 ft. ½". 50 ohm aluminum. Connectors both ends. Make offer. Wells Chapin, 942 Arden, Birmingham, Michigan.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

A mature experienced progressive broadcaster desires to purchase with cash up to 51% of class B fine arts fm station in metropolitan area. Station must be in black or on the way. Will participate in management. Also will consider new fm operation. All replies answered and confidential. Box 706F, BROADCASTING.

Radio station, small to medium market. Prefer Florida, other locations considered. 10 years experience, presently in management. Community family man, record sales. Will consider management, lease or purchase. Available immediately. Box 714F, BROADCASTING.

Michigan-Ohio only. Blue-ribbon financial backing. Interested in quality radio property, medium or small city area. Replies confidential. Box 796F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Young experienced financially responsible broadcaster desires partner(s) for high power, tall tower, fine arts fm station in southwest metropolitan area of 400,000. Area has excellent potential. First of seven fm station chain. Have in cash 50% of estimated $80,000 investment. Prefer experienced fm broadcaster. Must be financially responsible. All replies answered. Confidential. Send full resume to George R. Kravis, Kravis Radio Enterprises, 2109 East 30th Place, Tulsa 14, Oklahoma.

Equipment

Used Ampex high speed tape duplicator system. Series 3200 or 3300. Especially interested in a master. Box 737F, BROADCASTING.

800 to 1000 ft. heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

Urgently needed by overseas missionary station. 2 consoles and 2 turntables. Will gratefully accept in any condition. Please contact Roy Humphrey, 15 Oakville Drive, Pittsburgh 20, Pennsylvania.

A 250 ft. guyed steel tower. Box 493, Summerville, S.C.

Will buy GPL used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTION

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Combination men (2). Board operators, all staff duties, some college. Have cars. Nystrom. Box 668, Havre, Montana. Erdmann, 6589 Via Arroyo, Buena Park, California. Erdmann has had sales experience, prefers Colorado or midwest. Nystrom, strong on news, prefers north central US.

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Available to stations without charge: Songtime, a 30 minute tape recorded public service non-sectarian religious program. Format: the week's religious news in review, the week's newest sacred recordings, a sound of freedom and a dramatized adventure that build America. Now heard on 102 stations. Excellent for promoting church attendance. For audition tape write or wire Rev. John DeBrine, Ruggles St. Baptist Church, Boston 20, Mass.

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

If you are a radio-TV salesman looking for an opportunity to make money, have a good life and be proud of your stations then look into this proposition. You need: Experience, willingness to work, some imagination and desire to win. Send particulars to Box 762F, BROADCASTING. You'll hear from us in Virginia at once.

BROADCAST SALES ENGINEERS
WANTED

We're looking for three new sales engineers to manage broadcast sales in the northwest, midwest, and northeast territories. These fellows will have a broad background in radio, plus sales experience. Must be aggressive, responsible, dynamic and stable. Travel during the week required with all travel expenses paid. Excellent salary plus most attractive incentive program in the industry. This is a truly ground floor opportunity with this extremely well financed company that is going all the way. These are solid positions with plenty of room for advancement. Send resume immediately to:

Broadcast Sales Department
ITA ELECTRONICS, Corp.
130 E. Baltimore Avenue
Lansdowne, Pennsylvania

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE
To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.
Box 868E, BROADCASTING

Employment Service

JOBS
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Stations

IMPORTANT FULLTIMER
Here is the only fulltime station in a famous and prosperous resort area in the middle South. City population of 30,000 enjoys heavy influx in sports and recreational seasons twice each year. Signal excellent. Operation profitable. Address inquires to:
Box 777F, BROADCASTING

STATION FOR SALE
3 kw—FM radio station. Multiplex operation. Equipment in excellent condition. In one of the top markets. Someone with ample operating capital can predominate the radio market and background music service. This station is really priced to sell.
Address
Box 800F, BROADCASTING
No Brokers.

FM STATION
In 5th Market—all FM frequencies taken in city—Immediate cash sale. Call Now. WO 3-7240—Detroit, Michigan.

CHICAGO SUBURBAN
STATION FOR SALE
Well established, profitable, FM operation. Priced approximately 1 year's billings. Excellent market. Owner has other pressing interests. Box 26 or call Clearbrook 3-6137, Arlington Heights, Illinois.

Ohio	single	daytimer	$120M	terms
Ky.	single	daytimer	75M	20dn
N.Y.	single	local	54M	27dn
La.	small	daytimer	27M	6dn
Ala.	small	daytimer	60M	20dn
Ind.	small	regional	125M	cash
Idaho	medium	daytimer	75M	29%
Fla.	medium	regional	90M	30dn
Calif.	sub-metro	regional	100M	29%
Ariz.	metro	fulltime	300M	29%

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

TWO EXCLUSIVES IN GROWTH AREAS:
1.—Money-making 5 KW firm price $154,000 —29% down-includes building
2.—Local 250W makes profit for absentee owner. $60,000—29% down.
Write indicating financial ability to:
HARRIS ELLSWORTH
Licensed Broker—Box 509, Roseburg, Ore.

FOR SALE

Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

New listing: Texas metro regional day, very profitable. $250,000 with 29% down, liberal terms on balance. Other radio and/or Tv properties from $35,000 to $4,000,000. Contact PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL. 3-8080.

STATIONS FOR SALE

SOUTH. Major market. Full time. Profitable. Asking $350,000. 29% down.

NORTHEAST. Large market. Daytime. Absentee owned. Asking $110,000, terms.

NORTH CENTRAL. Profitable daytime. Gross $90,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 125

pearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

BP-12312 WTTH Port Huron, Mich.—Times-Herald Co. Has: 1380 kc, 1 kw, DA-1, unl. Req.: 1380 kc, 5 kw, DA-2, unl.

BP-13918 KVOC Casper, Wyo.—KVOC Bcstg. Co. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13920 NEW Taylorsville, N. C.—Alexander Bcstg. Co., Inc. Req.: 860 kc, 250 w, D.

BP-13922 NEW Indianapolis, Ind.—Radio One Five Hundred Inc. Req.: 1500 kc, 10 kw, DA, D.

BP-13923 NEW Thomaston, Ga.—Alfred A. Britt Req.: 1500 kc, 1 kw, D.

BP-13924 WSGA Savannah, Ga.—Coastal Bcstg. Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13925 WLAD Danbury, Conn.—Berkshire Bcstg. Corp. Has.: 800 kc, 250 w, D. Req.: 800 kc, 1 kw, D.

BP-13926 NEW Palm Desert, Calif.—Victor Hugo-Vidal Req.: 1270 kc, 500 w, D.

BP-13927 NEW Lompoc, Calif.—Lompoc Bcstg. Inc. Req.: 1330 kc, 1 kw, DA, D.

BP-13928 KCCB Corning, Ark.—Eulis W. Cochran. Has: 1260 kc, 500 w, D. Req.: 1260 kc, 500 w, 1 kw-LS, unl.

BP-13929 WFPA Fort Payne, Ala.—George A. Gothberg Jr. Has: 1400 kc, 250 w, U. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

BP-13935 NEW Heber Springs, Ark.—Cleburne County Bcstg. Co. Req.: 1370 kc, 500 w, D.

BP-13940 NEW North White Plains, N. Y.—Northcastle Radio Inc. Req.: 1500 kc, 1 kw, DA, D.

BP-13942 WIOS Tawas City-East Tawas, Mich.—Roger S. Underhill. Has: 1480 kc, 1 kw, DA, D. Req.: 1410 kc, 1 kw, D.

BP-13943 WHBY Appleton, Wis.—Norbertine Fathers. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13946 NEW Seven Hills, Ohio—Calhio Bcstrs. Req.: 600 kc, 500 w, DA, D.

BP-13947 WNIK Arecibo, P. R.—Arecibo Radio Inc. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13949 WCQS Alma, Ga.—Queen City Bcstg. System Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS unl.

BP-13950 NEW Salem, Ohio—Salem Bcstg. Co. Req.: 600 kc, 500 w, DA, D.

BP-13951 NEW Radnor, Pa.—Main Line Bcstrs. Req.: 1510 kc, 250 w, D.

BP-13953 NEW New City, N. Y.—Rockland Bcstrs. Req.: 910 kc, 1 kw, DA, D.

BP-13954 NEW Ozona, Tex.—Golden Triangle Bcstrs. Req.: 1330 kc, 500 w, D.

BP-13957 WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. Has: 1360 kc, 500 w, D. Req.: 1360 kc, 1 kw, D.

BP-13958 NEW White Bear, Minn.—White Bear Radio Corp. Req.: 1050 kc, 1 kw, D.

BP-13960 NEW Abilene, Tex. — Jack Hughes Req.: 1560 kc, 500 w, D.

BP-13961 NEW Florence, Ore.—Florence Bcstg. Co. Req.: 900 kc, 1 kw, D.

BP-13962 KOKO Warrensburg, Mo.—Johnson County Bcstrs. Inc. Has: 1450 kc, 250 w, unl. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13965 NEW Santa Maria, Calif.—Artistry in Radio Co. Req.: 1600 kc, 500 w, D.

BP-13966 KPRK Livingston, Mont.—Yellowstone Amusement Co. Has: 1340 kc, 250 w, unl. Req.: 1340 kc, 250 w, 1 kw-LS, unl.

BP-13968 KRAD East Grand Forks, Minn.—Marlin T. Obie. Has: 1590 kc, 1 kw, D. Req.: 1590 kc, 1 kw, DA-N, unl.

BP-13969 NEW Battle Creek, Mich.—Don F. Price. Req.: 1500 kc, 5 kw, D.

BP-13971 KIBS Bishop, Calif.—Southeastern Sierra Bcstg. Corp. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13972 KBMN Bozeman, Mont.—Penn Engineering Inc. Has: 1230 kc, 250 w, unl. Req.: 1230 kc, 250 w, 1 kw-LS, unl.

BP-13973 WNAT Natchez, Miss.—Old South Broadcasting Inc. Has: 1450 kc, 250 w, unl. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13975 NEW Marion-Jonesboro, Ind.—Geneco Bcstg. Co. Req.: 1500 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-13976 NEW Demopolis, Ala.—Bigbee Bcstg. Co. Req.: 1350 kc, 5 kw, D.

BP-13979 NEW Greensboro, N. C.—Francis M. Fitzgerald. Req.: 1510 kc, 1 kw, 250 w-CH, D.

BP-13980 NEW Altavista, Va.—Theodore J. Gray Sr. and Theodore J. Gray Jr. Req.: 1280 kc, 1 kw, D.

BP-13981 NEW Williston, Fla. — Levy County Bcstg. Co. Req.: 730 kc, 500 w, D.

BP-8935 KMET Paradise, Calif.—Paradise Bcstrs. Has cp: 930 kc, 500 w, D. Req. mp: 930 kc, 1 kw, D.

BP-13982 NEW Imperial, Neb.—Nebraska Kansas Colorado Bcstg. Corp. Req.: 1420 kc, 1 kw, D.

BP-13983 NEW Gold Beach, Ore.—Gold Beach Bcstg. Co. Req.: 1220 kc, 1 kw, D.

BP-13985 NEW Rehoboth Beach, Del.—Voice of Cape Henlopen Inc. Req.: 1520 kc, 250 w, D.

BP-13990 NEW Provo, Utah—Edwin A. Niehay. Req.: 1540 kc, 1 kw, D.

BP-13992 NEW Red Lodge, Mont.—Carbon County Bcstrs. Inc. Req.: 1450 kc, 250 w, 1 kw-LS, unl.

BP-13993 NEW Niles, Ohio—The Niles Broadcasting Co. Req.: 1540 kc, 500 w, DA, D.

BP-13994 KPLK Dallas, Ore.—Polk County Bcstrs. Inc. Has: 1460 kc, 1 kw, D. Req.: 1460 kc, 5 kw, D.

BP-13998 KIUN Pecos, Tex.—KIUN Inc. Has: 1400 kc, 250 w, unl. Req.: 1400 kc, 250 w, 1 kw-LS, unl.

Applications on which 309 (b) letters have been issued:

BP-13996 NEW Glasgow, Ky.—Barren County Bcstg. Co. Req.: 1440 kc, 1 kw, D.

BP-14002 NEW Cochran, Ga.—Frank Van Hobbs. Req.: 1310 kc, 500 w, D.

Application deleted from Public Notice of April 9, 1959

BP-11667 NEW Gloucester, Mass.—Simon Geller. Req.: 1410 kc, 500 w, D. (Assigned new file number: BP-14330).

License renewals

■ Following stations were granted renewal of license; Chrm. Minow not participating: KBTM KBTM-FM Jonesboro, Ark.; KDXE North Little Rock, Ark.; KJEF Jennings, La.; KLCN KLCN-FM Blytheville, Ark.; KOTN KOTN-FM Pine Bluff, Ark.; KPEL Lafayette, La.; KVOL Lafayette, La.; KVSA McGehee, Ark.; KWKH KWKH-FM Shreveport, La.; WCJU Columbia, Miss.; WCPC Houston, Miss.; WGRM Greenwood, Miss.; WONA Winona, Miss.; WRJW & aux. Picayune, Miss.; WVMI Biloxi, Miss.; KALB-TV Alexandria, La.; *KLSE (TV) Monroe, La.; WABG-TV Greenwood, Miss.; WBRZ (TV) Baton Rouge, La.; WDAM-TV Laurel, Miss.; WJTV (TV) Jackson, Miss.; KAAB & aux. Hot Springs, Ark.; KAOK Lake Charles, La.; KBCL Shreveport, La.; KHOZ Harrison, Ark.; KTIB Thibodaux, La.; WBOK New Orleans, La.; WXOK Baton Rouge, La.; WJBW New Orleans, La.; WLOX Biloxi, Miss.; KSLA-TV (main trans. & ant.) (aux. trans.) Shreveport, La.; WCBI-TV Columbus, Miss.; WSJC Magee, Miss.; WWL New Orleans, La.; WDSU & aux. WDSU-FM WDSU-TV New Orleans, La.; WAGF Dothan, Ala.; WFIS Fountain Inn, S. C.; WVOP Vidalia, Ga.; WAAY Huntsville, Ala.; WDWD Dawson, Ga.; WHRT Hartselle, Ala.; WGOK Mobile, Ala.; WAUC Wauchula, Fla.; WINT Winter Haven, Fla.; WCMA Corinth, Miss.

■ Following tv translator stations were granted renewal of license: K72AD Alturas, Calif.; K70BI, K76AP Big Lake, Tex.; K76AL Canby, Calif.; K71AQ Milton-Freewater, Ore.; K74AL Gold Beach, Ore.; K70BR Durango, Colo.; K70BJ, K74AV, Navajo Compressor Station, Ariz.; K71AI, K75AG, K79AC Evanston, Wyo.; K74AZ Gallup, N. M.; K76AE K80AK, La Grande, Ore.; K70AP Greenville, Calif.; K74BC Lihue, Kauai, Hawaii; K76BB Honohina Hawaii; K74AC Bayfield & Ignacio, Colo.; K74AD Pagosa Springs, Colo.; K77AA Bayfield & Ignacio, Colo.; W79AA Claremont, N. H. K76AK, K80AM, Window Rock, Ariz.; K71AJ, K75AK, K81AD Wasco, Ore.; K80AJ San Sara, Tex.; K76AI Powers, Ore.; K72AZ, K74AK, K78AD Ukiah, Calif.; K72BA, K75AP, K78AM, K81AE St. James, Minn.; W79AC Clarks Summit, Dalton & Waverly, Pa.; K70BX Windom, Minn.; K79AK Milton-Freewater, Ore.; K70AW La Grande, Ore.; K77AB, K81AI Alpine & Marfa, Tex.; K72AP Window Rock, Ariz.; K77AF San Saba, Tex.; K70AU Cave Junction & Selma, Ore.; K71AO Wallowa Valley, Ore.

Petitions for rule makings

Petitions for Rule Making Filed

WBJA-TV Binghamton, New York—(5-3-61) Requests amendment of rules so as to allocate ch. 24 to Binghamton, N. Y. by making following proposed changes:

	Present	Proposed
Binghamton, N. Y.	12—, 40, *46—, 56+	12—, 24—, 40, *46+
Elmira, N. Y.	18+, 24—, 30	18+, 30, 56+

Further requests that WBJA-TV be ordered to show cause why its authorization should not be modified to specify operation on ch. 24. Ann. June 9.

Redding-Chico Tv Inc. Redding, Calif.—(6-1-61) Requests amendment of rules so as to allocate ch. *11—for non-commercial education tv use at Redding, Calif. Ann. June 9.

Clear channels—16 years later

WHAT the nation doesn't need most are more radio stations. This is not to say that reception everywhere is optimum. There are white areas but these are so isolated that broadcasters would be hard put to eke out a living.

Yet the FCC last week proposed to add new stations by breaking down half of the existing 24 clear channels to allow additional Class II (power up to 50 kw) stations to be licensed under "controlled conditions." What those conditions may be won't be known until the FCC releases its formal decision some weeks hence.

The FCC's decision was based on hearings held in 1945-46—16 years ago. Then there were fewer than 1,000 am radio stations in operation. There were some 50 fms and a half-dozen largely experimental tvs. Today there are more than 5,000 broadcast stations, of which nearly 4,000 are ams. Radio competition is so rigorous that some operators, illogically, forgetting about free enterprise, want the government to consider the economic ability of a community to support additional competition. FCC Commissioner Robert E. Lee even has suggested a freeze on new am stations.

This FCC inherited the clear channel problem from predecessor commissions. The membership—except for one, Commissioner Rosel H. Hyde—has turned over several times since 1946. Conditions today do not remotely resemble those of 16 years ago. There is no shortage of service in any metropolitan area.

Clear channels were created to serve rural and remote listeners by providing high power on channels protected from interference by other stations.

Clear channels still provide rural and remote service. But the extent of this service hasn't been audited since those 1945-46 hearings. The FCC proposes, for example, to duplicate all four of Chicago's clear channel stations in the heart of the nation's bread-basket. Does it know how many people in the middlewest will lose out when the nighttime coverage of these channels is curtailed by the addition of other stations? How would these rural folk be alerted in the event of a national emergency?

We think the FCC waited too long. It needs updating. We have suggested before and we urge again that the FCC schedule arguments or a short hearing to determine whether the new breakdowns are necessary or desirable. Spokesmen for the farmers and the ranchers, as well as the lawyers and engineers, should be heard. The stakes are too big. Moreover, we fear that these duplicated assignments, once the breakdown is final, will gravitate to the more populous metropolitan areas, already surfeited with service. It happened before.

Kingstree spree

THE more we think about the recent license-renewal hearing of WDKD Kingstree, S. C., the more disturbed we are by its implications of untidy administration of justice.

As readers of recent issues of this magazine will recall, WDKD's license renewal was set for hearing after the FCC received complaints about the uninhibited broadcasts of a disc jockey named Charlie Walker. Most of those readers would agree with us, we feel sure, that the color of Mr. Walker's comments ran toward the deeper tones of blue.

But no matter how distasteful Mr. Walker's performances may have been, the procedure chosen to judge them was equally distasteful—and just possibly more dangerous. At this point the wrong defendent is on trial in the wrong forum under the wrong law.

The man on trial is E. G. Robinson Jr., the station licensee. The FCC must decide whether it is in public interest, under the terms of the Communications Act, for him to continue to hold the license. If the FCC makes an adverse judgment, it must do so on the grounds that Mr. Robinson was derelict in his supervisory obligations in permitting Mr. Walker to broadcast. Of necessity, that judgment cannot be made until a prior judgment of the character of Mr. Walker's comments is made. It is in the making of that first judgment that the FCC is out of its place.

If the FCC were to decide that Mr. Walker's broadcasts were "obscene, indecent or profane," it would be judging him guilty of violating criminal law. A provision of the U.S. criminal code makes that kind of broadcast a crime punishable by a fine of $10,000 or imprisonment of two years or both. To be sure, the FCC would be powerless to invoke the punishment. Yet it is disturbing to think that an administrative agency would find itself wandering around at all in the area of criminal law. This is the preserve of the federal courts and the attorney general.

If the FCC were to avoid a decision that Mr. Walker had been "obscene, indecent or profane" and instead judge him guilty of some kind of smut falling short of those adjectives but serious enough to warrant punishment of his employer, it would be making a judgment of taste. At that point the commission would be straying into the area that is clearly marked off-limits by the First Amendment.

If the WDKD case warrants any kind of prosecution, it deserves to be tried by more orderly means than those the FCC has selected. If the FCC thinks Charlie Walker's performances were bad enough to justify consideration of taking his employer's station off the air, it ought to refer Mr. Walker's case to the Justice Dept. for prosecution under the section of the criminal code that was specifically designed to cover obscene, indecent or profane broadcasts. (Indeed that section was transferred to the criminal code from the Communications Act in 1948 and thus removed from the enforcement jurisdiction of the commission.)

If Mr. Walker, after proper trial in a proper court, were judged guilty, it would then be appropriate for the FCC to attack the problem of his employer's qualifications to hold a license. But the first step in this process—the judgment of Charlie Walker—would have been taken in the proper place. As matters now stand, the FCC wants to take both steps at once, and it may get its foot in its mouth in the process.

Drawn for BROADCASTING by Sid Hix

"I think we'll get more time for coffee breaks soon. I heard the boss talking about offering longer breaks!"

ELSA LANCHESTER

NAT "KING" COLE

PHYLLIS DILLER

BUSTER KEATON

DODY GOODMAN

ALAN KING

DENISE DARCEL

ANDY WILLIAMS

Phyllis Diller adds her name to those of other stars who have appeared on TREASURE CHEST. Inset: TREASURE CHEST Host Jim Hutton.

These are just a few of the stars who – within the period of a single month – appeared on KSTP-TV's TREASURE CHEST SHOW (12:20-1:00 P.M., Monday thru Friday).

Now in its fifth highly successful year, TREASURE CHEST is an audience-participation show complete with games, contests, prizes and, of course, guest appearances by the nation's finest entertainers.

Hosted by genial Jim Hutton, TREASURE CHEST attracts an average of 150 guests per day with many groups coming in from as far away as Wisconsin, Iowa and the Dakotas.

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